

SP
proaudio

MAGAZINE
AUGUST 2026



WOMEN'S MONTH

**CELEBRATING
FEMALE DJ ARTISTS**

NEWLY RELEASED

The Latest Sets From Amazing Artists

THE PROAUDIO PRODUCT LAUNCH

A NEW ERA FOR DJING

CAPE TOWN GET READY

OPEN/SOURCE VENUE ABOUT TO OPEN

JAMIE-LEE SEXTON

RELEASES NEW SONG

THE REDROOM

HYPING UP LIKE CRAZY

MUTHA FM

CELEBRATING WOMENS MONTH

HOW TO GET BOOKED

WITH MEWZO

**WE INTERVIEW: SHELLY | TYLA ALLEN | GENESIS DJs | ME'SHALLE |
YAMKE MOLO | ABBY NUROCK | LADY LEA | MELISSA B**

proaudio
DJ & MUSIC PRODUCTION

TRAINING ACADEMY

AUTHORISED BY  AlphaTheta

WHERE THE BEAT
BEGINS

BEGINNER DJ COURSE

8 WEEKS TO KICKSTART YOUR
DJ JOURNEY ON PIONEER GEAR.

8 WEEKS
TRAINING

PRIVATE
1-ON-1 SESSIONS

OFFICIAL
CERTIFICATION

HANDS-ON
LEARNING



PROAUDIO'S ALPHATHETA
EXPERIENCE CENTRE.

*ENROLL
TODAY!*

WELCOME

to the August 2026 Edition

Welcome to another exciting edition of Sound Press, where we celebrate the people, technology, and stories driving South Africa's DJ and professional audio industry forward.

As we celebrate Women's Month, this edition shines a special spotlight on the incredible women making their mark on the music industry. Through exclusive interviews with Misss Shelly, Tyla Allen, Genesis DJs, Yamke Molo, Abby Nurock, Lady Lea, and Melissa, we celebrate their unique journeys, achievements, and the inspiration they continue to provide for the next generation of artists.

Alongside these inspiring stories, we take you inside the official AlphaTheta Launch Experience, explore the exciting new XDJ-AN, introduce the Proaudio DJ & Music Production Training Academy, and visit Open Source, Cape Town's innovative new creative hub dedicated to nurturing local talent.

Whether you're looking for inspiration, discovering the latest technology, or keeping up with the people shaping our industry, there's something in these pages for everyone.

Thank you for being part of the Proaudio community. We hope you enjoy this special Women's Month edition of Sound Press.

Keep the music alive
Proaudio Sound Press Team

sound

PRESS

PROAUDIO (+27) 011 608 2099

DIRECTOR Joss Pack (ext. 17)

SALES MANAGER Justin Nel (ext. 14)
PRO SALES Gareth J Roberts (ext. 15)

INTERNAL SALES Ivor Pack (ext. 16)
INTERNAL SALES Matthew Huma (ext. 27)

EXTERNAL SALES Sarel Ras (ext. 20)
EXTERNAL SALES Richard Theunissen (ext. 21)
EXTERNAL SALES Graham Lowndes (ext. 12)
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ACCOUNTS Deanne Keiser (ext. 29)
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DJ TRAINING Malik Faquir (ext. 22)
DJ TRAINING Keletso Sithole (ext. 22)



This magazine is designed to inform, supply, and provide information relating to the industry that we find ourselves in. Some of the material that we have used is resourced from websites around the world to help bring perspective and insight to your business' and your lives. Products highlighted and reviewed may or may not be available, if you have any questions relating to the information herein, please contact us.

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proaudio DJ & MUSIC PRODUCTION TRAINING ACADEMY

***** AUTHORISED BY AlphaTheta *****

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YOUR JOURNEY. YOUR FUTURE. START TODAY.

proaudio
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A SPACE DESIGNED FOR SOUND. BUILT FOR CREATIVITY.

DJING • PRODUCTION • CONTENT CREATION • PRIVATE SESSIONS



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One Frequency. Worldwide Electronic Culture.

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What makes a DJ truly bookable?

A memorable set may capture the crowd, but building a successful DJ career also requires visibility, professionalism and a simple booking process.

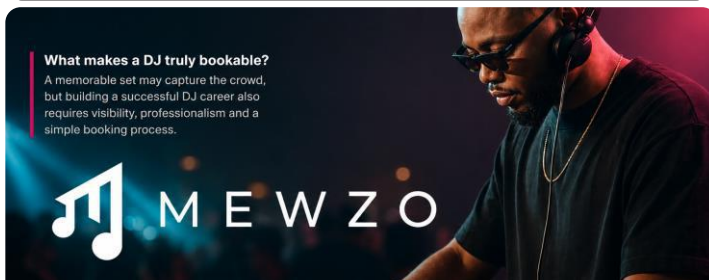


MEWZO

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*Wild
electric*

JAMIE - LEE SEXTON
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Tyla Allen

FEATURE ARTIST
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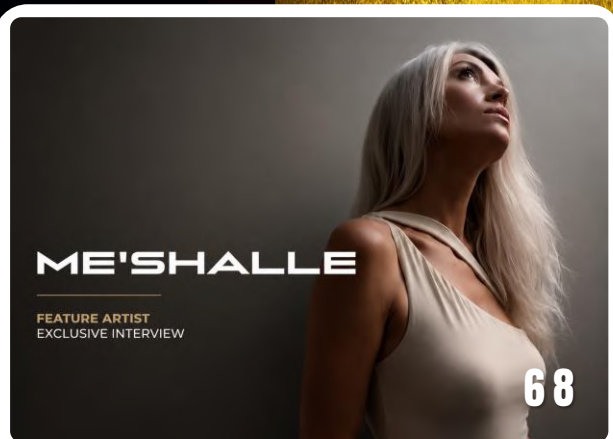
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Melissa B

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Inside the Proaudio **RED ROOM**

If you want to see and hear the artists shaping South Africa's sound right now, the **Proaudio Red Room** playlist is where it's happening.

This is where records are played with intention, stories are told in full, and the future of the scene is being documented — **one session at a time.**



AUTHENTIC SESSIONS

Real sets. Real conversations. Real artists.



BEHIND THE SCENES

Go deeper with exclusive studio insights.



SOUTH AFRICA'S SOUND

From amapiano to deep house and everything in between.



STREAM & DISCOVER

Hear the future of our scene, one session at a time.



Proaudio's
AlphaTheta
experience centre.



VISIT & EXPERIENCE

Proaudio DJ & Music Production
AlphaTheta experience centre.

*Experience
It Live!*

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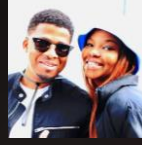


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REUXEN



SCENE & SIP



TIGS



SOS DEEP

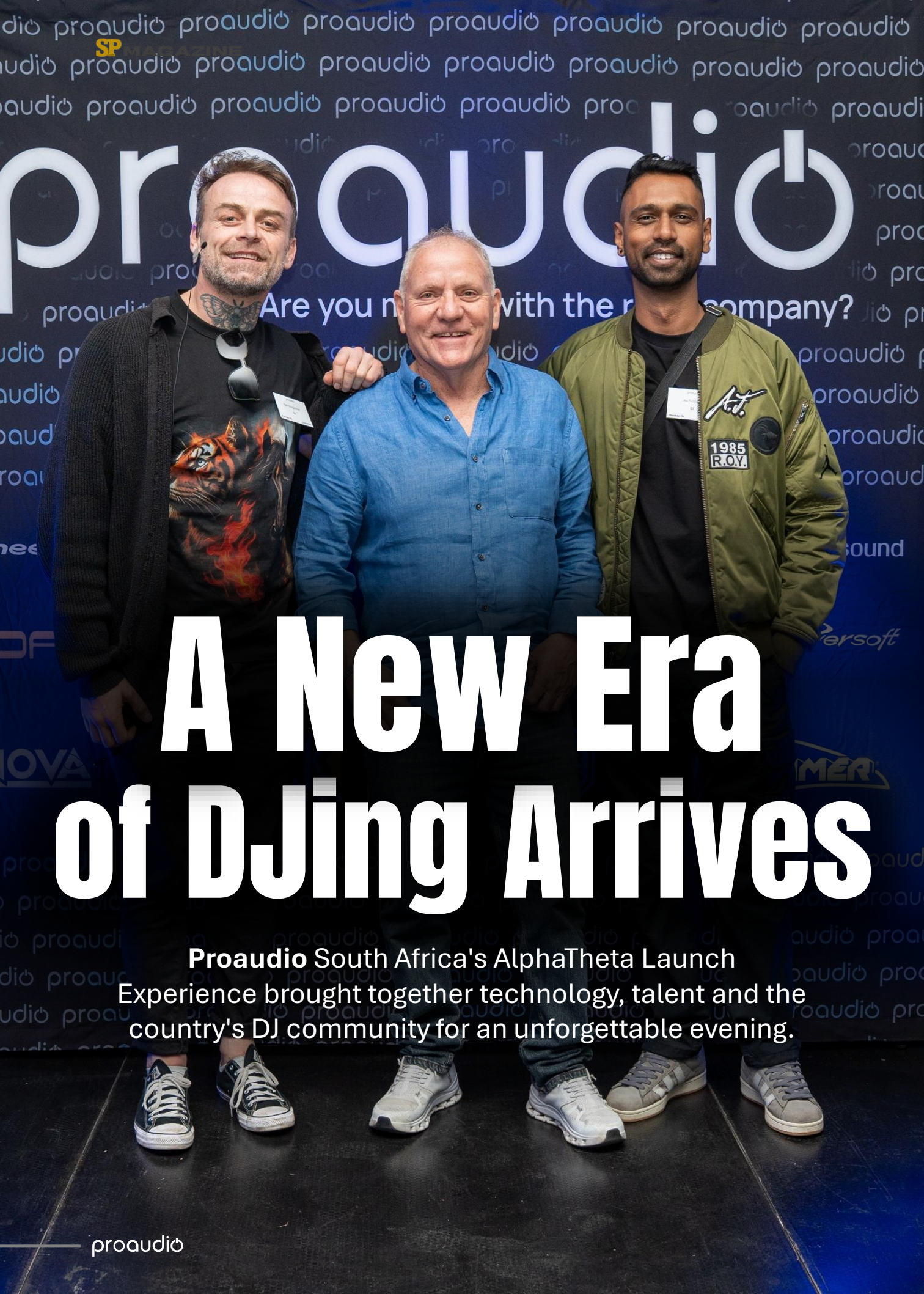


SWEIZ



DJ REDWOOD





A New Era of DJing Arrives

Proaudio South Africa's AlphaTheta Launch
Experience brought together technology, talent and the
country's DJ community for an unforgettable evening.



More Than Just a Launch

The atmosphere was electric from the moment guests arrived at the **AlphaTheta Experience Centre** in Sandton. DJs, dealers, artists and industry professionals gathered for an evening that wasn't simply about launching new products—it was about celebrating the future of DJing in South Africa.

Following networking, the popular photo wall and plenty of conversations over refreshments, Justin Scharneck welcomed guests as MC before Joss Pack officially opened the evening and then shared Proaudio South Africa's vision for continued investment in education, innovation and growing the local DJ community.

Welcoming the Community

An International Perspective

The international flavour came courtesy of **Marco Zocca**, who travelled from Italy to represent **dB Technologies**. His presentation showcased the impressive **VIO** and **DVA K5 Series** loudspeaker systems, which continued to power every performance and demonstration throughout the evening, giving guests the opportunity to experience world-class sound in a real-world setting.



ALPHATHETA
LIVE DEMONSTRATIONS

FEATURING



RYAN MURGATROYD

ALPHATHETA
OFFICIAL EVENING LAUNCH
22 JULY 2026
EXCLUSIVE INVITATION-ONLY EVENTALPHATHETA
LIVE DEMONSTRATIONS

FEATURING



AVI SUBBAN

ALPHATHETA
OFFICIAL EVENING LAUNCH
22 JULY 2026
EXCLUSIVE INVITATION-ONLY EVENT

Technology Comes to Life

The spotlight then shifted to AlphaTheta's latest innovations. **Ryan Murgatroyd** demonstrated the creative possibilities of **ChordCat**, **SLAB** and the exciting new **XDJ-AN**, while **Justin Scharnick** introduced the **RMX-IGNITE**, **DJM-V5** and **CDJ-1500X**.

The evening's technical demonstrations quickly transformed into musical performances as **Avi Subban** put the new equipment through its paces.





The Value of Community

Beyond the products, it was the people who made the evening memorable. Dealers exchanged ideas, artists connected with fellow performers, and guests enjoyed the opportunity to experience the latest equipment first-hand in the AlphaTheta Experience Centre.



A Moment That Stood Out



One particularly inspiring moment came from meeting Soomesh Narainsingh, who attended the event to support his son Shaun and his growing passion for DJing. Shaun's enthusiasm and natural talent left a lasting impression, reminding everyone that the future of the industry begins by encouraging the next generation.



Ending on a High Note

The evening concluded with a lucky draw hosted by Joss Pack, where attendees walked away with prizes including an AlphaTheta SLAB and a selection of PowerWorks products, before networking continued well into the night.



More than a product launch, the AlphaTheta Experience was a celebration of community, creativity and innovation—another important milestone for Proaudio South Africa as it continues to build Africa's home for AlphaTheta while inspiring and supporting the country's growing DJ community.

Capturing the Highlights

Looking to the Future

As the lights dimmed and the conversations continued long after the final demonstration, one thing became clear: this was about far more than new products. It was about bringing people together, sharing knowledge, inspiring creativity, and investing in the future of South Africa's DJ community.

From seasoned professionals to aspiring young artists, the AlphaTheta Launch Experience reminded everyone that every great DJ journey begins with opportunity, encouragement, and the right tools.

With the AlphaTheta Experience Centre now established as a hub for education, innovation and collaboration, Proaudio South Africa is helping shape the next generation of talent—one performance, one connection, and one unforgettable experience at a time.





SP MAGAZINE

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"Music has always been my safe space. I'm naturally shy, but the moment I step behind the decks, passion takes over and the crowd becomes part of the moment."

Turning Passion Into Powerful Moments

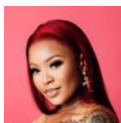
What began as a spontaneous opportunity during the COVID-19 lockdown has evolved into one of South Africa's most exciting DJ success stories.

Miss Shelly has rapidly built a reputation for delivering vibrant open-format sets that seamlessly blend Hip Hop, R&B, Afrobeats, and beyond, earning appearances at some of the country's biggest festivals, lifestyle events, and brand activations. But behind the confident performer is a self-described introvert who discovered that music offered the perfect platform for self-expression.

With a career built on passion, discipline, and constant growth, Miss Shelly has become much more than a DJ. As an entrepreneur, fashion enthusiast, and creative collaborator, she continues to blur the lines between music, culture, and style while inspiring the next generation of female DJs to pursue excellence.

In this exclusive Sound Press interview, she reflects on her unexpected journey into DJing, the challenges of breaking into the industry, balancing multiple passions, and why authenticity remains at the heart of everything she does.

SP Welcome Misss Shelly!
For those who may be
discovering you for the first
time, who is Misss Shelly, and
how did your journey into DJing
begin?



Misss Shelly is a multigenre DJ with a deep love for Hip Hop and R&B, and a flair for fashion that often inspires her stage presence. While many see the confident performer, a fun fact is that I'm actually quite shy and introverted.

Music has always been my safe space — when I'm behind the decks, passion takes over, and the crowd becomes part of the moment. My journey into DJing began during the COVID-19 pandemic. At the time, I was in a long-term relationship with a DJ who often told me I had a natural ear for blending tracks.

When a lockdown party needed a female DJ specializing in Hip Hop and R&B, he suggested I give it a try. With his guidance, I picked up the basics in just four to five days and played my first full set — and that's how Misss Shelly was born.

What started as a spontaneous opportunity quickly grew into a career that I now live and breathe.



SP You started your career during the COVID-19 pandemic. What inspired you to pursue DJing at such an uncertain time?

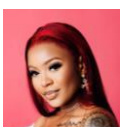


Honestly, when I first learned to DJ during the pandemic, I never imagined it would lead me to where I am today. At the time, it was meant to be a once-off experience — I've always loved learning new things and considered myself a bit of a jack-of-all-trades.

But the moment I played my debut lockdown set online, something shifted. The joy I felt behind the decks was undeniable, and the positive feedback I received from people rooting for me gave me the motivation to keep going.

What started as a fun experiment quickly became a passion, and that passion has carried me into the career I have now.

SP From performing at major festivals to working with leading brands, what have been some of the biggest milestones in your journey so far?



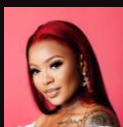
One of the biggest highlights of my journey was debuting at House of YMZ and Soundset Sunday, which opened the door for me to perform alongside SIR at the Once Upon a Time in JHB event.

As someone who loves fashion, another milestone has been blending my passion for music with style — playing at Glamour Magazine SA events and collaborating with iconic brands like Adidas, Sportscene, Foschini, and Nike.

Each of these experiences has not only elevated my career but also allowed me to connect with audiences in unique spaces where music and culture meet.



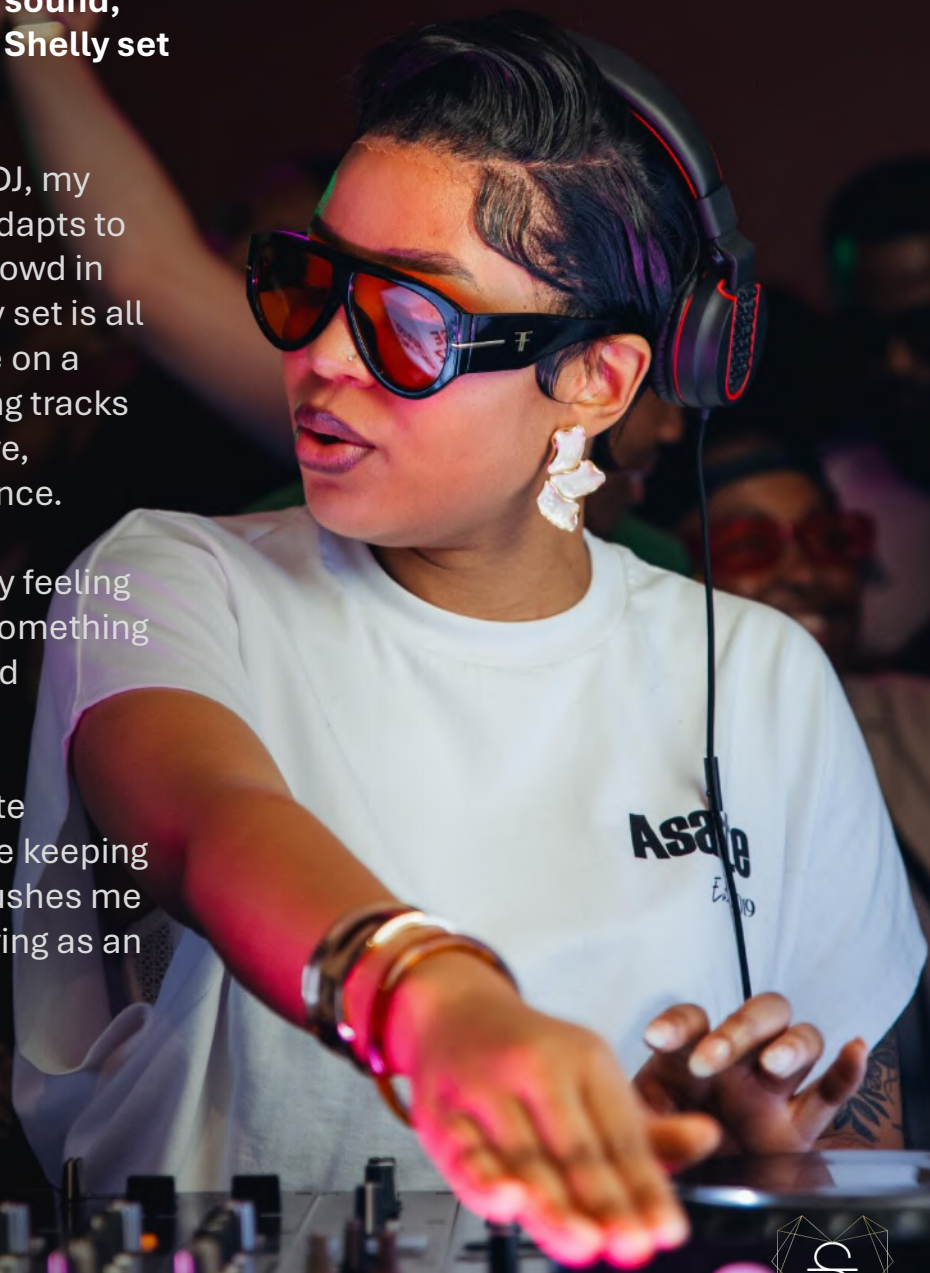
SP You're known for your open-format sets blending Hip Hop, R&B, and Afrobeats. How would you describe your sound, and what makes a Misss Shelly set unique?



As an open-format DJ, my sound is fluid and adapts to the event and the crowd in front of me. A Misss Shelly set is all about taking the audience on a musical journey — weaving tracks that spark emotions of love, nostalgia, or pure confidence.

I want people to walk away feeling like they've experienced something unique, unpredictable, and inclusive.

My goal is to accommodate everyone in the room while keeping the energy fresh, which pushes me to keep learning and evolving as an artist.



SP Alongside DJing, you're also a successful entrepreneur. How do you balance your business ventures with your music career?



Balancing entrepreneurship with DJing is definitely not easy — there have been moments where I've thought about quitting because the workload can feel overwhelming.

But over time, I've learned not to bite off more than I can chew and to prioritize my mental health above everything else. I'm fortunate to be involved in ventures I genuinely love, which makes the work feel less like a burden and more like a passion.

When it gets too much, I allow myself to step back, recharge, and return stronger. My philosophy is simple: you can always try again tomorrow, even if you fail, but you can't replace your wellbeing.

Opportunities will always come, but you only get one life — and that's what keeps me grounded.

SP As a female DJ in South Africa, what has your experience been like, and how do you think the industry has evolved for women?



As a female DJ in South Africa, I've definitely faced moments of intimidation and underestimation.

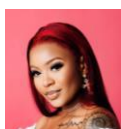
It often feels like women have to work twice as hard because mistakes are magnified — what's seen as normal for a male DJ can be judged more harshly when it comes from a woman. That said, I've also witnessed incredible progress in the industry. Today, there's more space for women to thrive, and I love seeing how the scene has opened up to embrace female talent.

The pie is big enough for all of us, but I believe true respect comes from taking the time to learn the skill and honor the craft, that's the standard I hold myself to.





SP What advice would you give to aspiring female DJs who are looking to build a successful career in the industry?

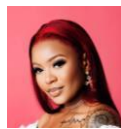


My advice to aspiring female DJs is simple: do it because you truly love it, not because you see someone else thriving.

Everyone's journey is unique, and the process and results will always differ. This industry is fast-paced, so discipline is essential — without it, it's easy to lose focus. And most importantly, invest in your brand.

If you want people to take you seriously, you have to take yourself seriously first. Passion, discipline, and self-investment are the keys to building a sustainable career in this space.

SP Looking ahead, what goals or exciting projects are on the horizon, and what can your fans expect from Misss Shelly next?



Remember how I said I'm a jack of all trades? Well, fans can definitely expect me to step out of my shell with something unexpected. I love surprising people and keeping things fresh.

What I can share for now is that there are more exciting brand ventures on the horizon — especially in the fashion and music space. I'm focused on building bridges between the two worlds, creating experiences that go beyond just DJing.

So, expect more collaborations, more creativity, and more of Misss Shelly evolving in ways that keep the journey exciting.

"If you want people to take you seriously, you have to take yourself seriously first. Passion, discipline, and investing in your brand will always set you apart."



KICKSTART YOUR *DJ JOURNEY*

FIND THE PERFECT DJ SETUP FOR YOU

Whether you're just starting out or ready to take your skills to the next level, there's a setup that's right for your journey.

I'M NEW TO DJING
DDJ-FLX2



I WANT TO DJ AT PARTIES
DDJ-FLX4



I WANT TO PLAY IN CLUBS
DDJ-GRV6



I WANT TO LEARN
LIKE THE PROS
OMNIS-DUO • XDJ-AN • XDJ-RX3



I LOVE VINYL
PLX-500 & DJM-250MK2



I WANT TO LEARN SCRATCH
DDJ-REV1 • DDJ-REV5 • DDJ-REV7



DJ with your:  Laptop  Smartphone  USB  Records

READ THE FULL GUIDE IN THIS MONTH'S
SOUND PRESS MAGAZINE!

**SOUND
PRESS**
MAGAZINE



**Choose your setup.
Learn the craft.
Trust the process.
Your audience is waiting.**

Finding the Perfect DJ Setup Starts Here

Choosing your first DJ setup can feel overwhelming. With so many controllers, media players, turntables, and software options available, it's easy to wonder where to begin.

The good news?

There's no single "right" answer—only the setup that's right for your goals.

If you dream of mixing at house parties, performing in nightclubs, scratching on vinyl, or simply learning the craft from your bedroom, today's DJ technology makes it easier than ever to get started.



I'M NEW *TO DJING*

AlphaTheta **DDJ-FLX2**

If you're taking your very first steps into DJing, the **DDJ-FLX2** is the perfect introduction. Compact, affordable, and incredibly easy to use, it teaches the core fundamentals without overwhelming you with advanced features.

Connect your laptop or compatible mobile device, load your favourite tracks, and start learning **beatmatching**, **phrasing**, **EQ control**, and **transitions**.



LAPTOP
READY



MOBILE
READY



USB
POWERED



DJ WITH YOUR:



LAPTOP



SMARTPHONE



USB



RECORDS



PERFECT FOR:
COMPLETE BEGINNERS.

I WANT TO *DJ AT PARTIES*

AlphaTheta **DDJ-FLX4**

Once you've learned the basics,
the **DDJ-FLX4** is where the real fun begins.

Its professional layout mirrors larger club systems while remaining portable enough to take anywhere. **Smart Mix** and **Smart CFX** make learning enjoyable, while still encouraging you to develop genuine DJ skills.

From birthday parties to rooftop sessions,
the **FLX4** is one of the most versatile controllers available.



LAPTOP
READY



MOBILE
READY



USB
POWERED



DJ WITH YOUR:



LAPTOP



SMARTPHONE



USB



RECORDS



PERFECT FOR:

**HOUSE PARTIES,
MOBILE DJS, AND SERIOUS BEGINNERS.**

I WANT TO *PLAY IN CLUBS*

AlphaTheta **DDJ-GRV6**

Ready for bigger stages?

The DDJ-GRV6 bridges the gap between controller DJing and professional club performance.

With its larger jog wheels, four-channel workflow, and **Groove Circuit** creative features, it gives DJs the confidence to prepare for real club environments.

If your ambition is performing in bars, clubs, and festivals, this controller is **built with that future in mind.**



LAPTOP
READY



MOBILE
READY



USB
POWERED

DJ WITH YOUR:



LAPTOP



SMARTPHONE



USB



RECORDS



PERFECT FOR:

ASPIRING PROFESSIONAL DJs.

I WANT TO LEARN *LIKE THE PROS*

OMNIS-DUO • XDJ-AN • XDJ-RX3

Want the experience of playing on
standalone professional DJ systems?

These all-in-one units remove the need for a laptop, allowing you to perform directly from USB drives or cloud-connected music libraries.

Their workflows closely resemble the equipment found in clubs around the world, making them ideal for DJs who want to **transition confidently into professional environments.**

Practice at home, then step into the booth feeling **right at home.**



STANDALONE
FREEDOM



USB
READY



CLOUD
CONNECTED

PERFORM WITH:



USB DRIVES



CLOUD LIBRARIES



NO LAPTOP NEEDED



PERFECT FOR:

***DJS PREPARING FOR
CLUB-STANDARD PERFORMANCE.***

I LOVE VINYL

PLX-500 & DJM-250MK2

Some things never go out of style.

Vinyl offers a completely different connection to music.

The tactile feel of the record, **manual cueing**, and the art of mixing without visual waveforms create an experience unlike any other.

Pairing the **PLX-500** turntables with the **DJM-250MK2** mixer provides an excellent entry point into analogue DJing while remaining compatible with modern digital workflows through **rekordbox DVS**.



THE VINYL
EXPERIENCE:



Tactile
Connection



Manual
Cueing



Analog
Sound



Timeless
Craft



PERFECT FOR:
**VINYL ENTHUSIASTS
AND COLLECTORS.**

I WANT TO *LEARN SCRATCH*

DDJ-REV1 • DDJ-REV5 • DDJ-REV7

If scratching, battle routines, and open-format performance excite you, the **REV series** was built specifically for that style.

Inspired by classic battle mixers and turntable layouts, these controllers place performance front and centre. **Large jog wheels, responsive performance pads**, and battle-oriented layouts make them ideal for learning everything from baby scratches to advanced routines.

Whether you're into Hip Hop, R&B, or turntablism, the **REV series** puts creativity at your fingertips.



MADE FOR
SCRATCH



PERFORMANCE
PADS



BATTLE-ORIENTED
LAYOUT



HIP HOP • R&B
TURNTABLISM



**BUILT FOR
PERFORMANCE:**



LARGE JOG
WHEELS



RESPONSIVE
PADS



BATTLE
READY



SCRATCH
FOCUSED



PERFECT FOR:
***SCRATCH DJS AND
OPEN-FORMAT PERFORMERS.***

WHICH *DJ* ARE YOU?



**EVERY GREAT
*DJ STARTS SOMEWHERE.***



Some begin with a compact controller in their bedroom. Others fall in love with **vinyl**.



Some dream of **rocking clubs**, while others simply want to create **unforgettable moments** at family gatherings.



The important thing isn't buying the biggest setup—it's choosing the one that fits where you are today while giving you **room to grow tomorrow**.



**NOT SURE WHICH SYSTEM
*IS RIGHT FOR YOU?***

Sometimes all it takes is placing your hands on the decks to discover **which journey** is yours.



**YOUR FIRST MIX
*COULD BE JUST ONE DECISION AWAY.***



EXPERT ADVICE

Friendly specialists ready to help



HANDS-ON

Try the gear.
Feel the difference.



LEARN & GROW

Access resources
to build your skills



VISIT YOUR NEAREST PROAUDIO

Experience the gear
for yourself

YOUR JOURNEY. YOUR SOUND. YOUR STAGE.



Tyla Allen

Taking South African Hard Techno to the World



From South Africa's underground clubs to some of Europe's most iconic electronic music destinations, Tyla Allen is proving that passion, persistence, and authenticity can take you anywhere.

Originally beginning her DJ journey as a hardgroove artist, she discovered her true musical identity after immersing herself in Europe's thriving hard techno culture, embracing the relentless energy, industrial textures, and dark atmospheres that now define her signature sound.

With standout performances in Amsterdam and Berlin already behind her, and her highly anticipated Turkey debut on the horizon, Tyla is rapidly establishing herself as one of South Africa's most exciting international electronic music exports.

Beyond the powerful performances lies an artist committed to continuous growth, breaking barriers, and inspiring the next generation of women to pursue careers in DJing and music production.

In this exclusive Sound Press interview, Tyla reflects on her evolution as an artist, the lessons she's learned on the international stage, and why staying true to yourself remains the key to building a lasting career.



Welcome Tyla, For readers who may be discovering you for the first time, can you tell us a bit about yourself and how your journey into hard techno began?



When I first started DJing, it was purely a hobby rather than a career. I actually began as a hardgroove DJ, and even my first few gigs in Berlin were hardgroove sets. Although I'd always loved hard techno, I was initially playing music that suited the South African scene.

After experiencing hard techno events across Europe, I realised it was the sound I truly connected with, and that's the path I've been pursuing ever since.



You built your foundation in South Africa's underground electronic music scene. What was that journey like, and how did it shape the artist you are today?



South Africa gave me the opportunity to build my confidence behind the decks and develop as a performer. The scene is incredibly passionate, and playing there taught me how important it is to connect with a crowd rather than just play tracks.

As I've grown and spent more time in Europe, I've naturally found the sound that represents me most. I'll always be grateful to the South African scene because it's where everything started.





You've recently taken your sound to Europe, performing in Amsterdam and Berlin. What have those experiences been like, and how do they compare to playing at home in South Africa?



Playing in Europe has been surreal because these are the cities where so many of the artists I look up to perform. It's inspired me to keep pushing myself and chasing bigger opportunities.

South Africa will always be home and where my journey began, but performing in Berlin and Amsterdam showed me that I'm capable of taking my career to an international audience.



Your sets are known for their fast-paced energy, industrial influences, and dark atmospheres. How has your sound evolved over the years, and what inspires your music today?



My sound today is inspired by the hard techno scene I've experienced across Europe.

Attending Hive Festival in 2025 it was a turning point for me, as it introduced me to artists and a style of hard techno that I instantly connected with. I'm also constantly inspired by the people around me who are pushing boundaries within the genre.

Watching their dedication and success motivates me to keep improving, evolving, and chasing my own goals as an artist.



As a female DJ, what has your experience been like, and have you faced any unique challenges or opportunities along the way?



One of the biggest challenges as a female artist is having your success attributed to your appearance rather than your talent or hard work. I also think many up-and-coming female DJs can relate to being approached by people who promise opportunities or career growth while expecting something in return.

It's important to set boundaries, trust your instincts, and remember that genuine opportunities should be based on your ability and professionalism.



"South Africa gave me the confidence to become a performer, but Europe helped me discover the sound that truly represents who I am as an artist."

Tyla Allen



What does it mean to you to represent South Africa on international stages, and how important is it for you to inspire other women pursuing careers in electronic music?



Representing South Africa on international stages is something I'm incredibly proud of. South Africa has so much talent, and it's an honour to showcase where I come from while building my career abroad.

If my journey encourages even one young woman to believe she can pursue DJing or music production, that's something I'll always be grateful for. I hope to show that with hard work, consistency, and passion, those goals are absolutely achievable.



SP What advice would you give to young women who dream of becoming DJs or producers in the electronic music industry?



Dream big, stay consistent, and never give up on yourself. There will always be people who doubt you or tell you something isn't possible, but don't let that stop you. Keep learning, keep improving, and trust the process, even when progress feels slow.

Success doesn't happen overnight, but if you're passionate, work hard, and stay true to yourself, the opportunities will come. Most importantly, enjoy the journey and have fun doing what you love.

SP With your Turkey debut coming up and your international profile continuing to grow, what's next for Tyla Allen, and what can fans look forward to in the months ahead?



I've recently started producing my own music, which is an exciting new chapter in my career. It's always been a goal of mine to create music that reflects my own sound and identity as an artist. You can definitely expect my first releases over the next few months, and I'm looking forward to sharing them.

Alongside that, I'm excited to continue performing internationally and reaching new audiences as I grow.

"Dream big, stay consistent,
and never give up on
yourself. Success doesn't
happen overnight—but
with passion, hard work,
and perseverance, the
opportunities will come."

Tyla Allen



AlphaTheta

XDJ-AN - The Future of DJing Starts Here



Cloud-connected. Club-ready. Built for the next generation of DJs.

The way DJs discover, prepare, and perform music is evolving rapidly, and AlphaTheta's new **XDJ-AN** has been designed to keep pace with that evolution.

More than just another all-in-one DJ system, the XDJ-AN is a powerful bridge between home practice and professional performance, combining the familiar workflow of club-standard equipment with intelligent cloud integration, streaming capabilities, and next-generation wireless technology.

Whether you're taking your first steps towards club DJing, performing at weddings and private events, livestreaming from your studio, or already working professionally, the XDJ-AN delivers a workflow that feels instantly familiar while opening the door to entirely new ways of performing.



A Library Without Limits

Every DJ knows the feeling—you're in the middle of an incredible set when someone requests the perfect track... except it's not on your USB.

With **StreamingDirectPlay**, that problem becomes a thing of the past.

The XDJ-AN gives DJs direct access to compatible music streaming services from the hardware itself, dramatically expanding the music available during a performance.

Instead of relying exclusively on downloaded tracks, you can instantly browse an enormous online catalogue, discover fresh releases, and even respond to audience requests without interrupting your flow.

Perhaps the biggest advantage is flexibility. Streamed tracks can be mixed seamlessly alongside music stored on USB drives, allowing DJs to blend personal collections with cloud-based libraries in a way that simply wasn't possible before.

For mobile DJs, open-format performers, and anyone who enjoys keeping their sets fresh, it's a genuine game-changer.



Music Management, Reinvented

Preparation is an essential part of every great DJ set—but it doesn't have to be time-consuming.

Thanks to **Cloud Library Sync**, the XDJ-AN allows DJs with a compatible rekordbox subscription to manage their cloud library directly from the unit itself.

Create playlists, organise your collection, add Hot Cues, and make changes during preparation or performance, knowing every update is automatically synchronised across your compatible devices.

Instead of juggling multiple versions of your music library, everything stays connected, organised, and ready whenever inspiration strikes.

It's a smarter workflow that keeps DJs focused on creativity rather than file management.



The Club Experience *Starts at Home*

One of the XDJ-AN's greatest strengths is how familiar it feels.

Drawing inspiration from AlphaTheta's professional CDJ and DJM systems found in clubs around the world, the layout has been designed to develop the same muscle memory and workflow used by professional DJs every weekend.

That means every practice session at home becomes valuable preparation for stepping into a real club booth.

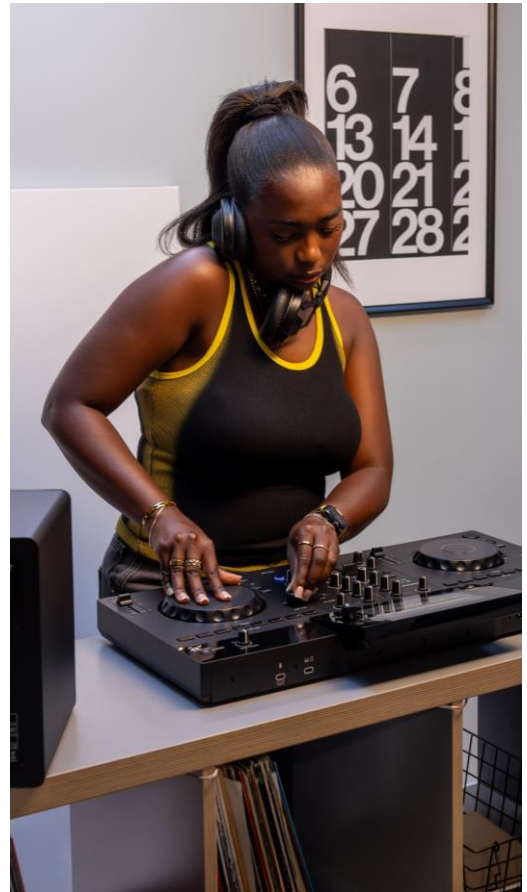
Whether you're progressing from a beginner controller or upgrading your existing setup, the transition feels natural, intuitive, and confidence-inspiring.

Freedom Without the Cable

Headphone cables have been part of DJ booths for decades—but they no longer have to be.

The XDJ-AN features a built-in **SonicLink transmitter**, delivering ultra-low-latency wireless cue monitoring with compatible headphones. DJs can move more freely around the booth while maintaining the accurate monitoring needed for beatmatching and smooth transitions.

It's a cleaner setup, a more comfortable workflow, and another example of AlphaTheta rethinking the modern DJ experience.





One System. Multiple Ways to Perform.

Modern DJs perform in more ways than ever before, and the XDJ-AN has been designed with that versatility in mind.

Support for **rekordbox**, **Serato DJ Lite**, **Serato DJ Pro**, **Algoriddim djay**, USB playback, and mobile applications including **rekordbox for iOS**, **djay for iOS**, and **DJM-REC** means DJs can choose the workflow that suits them best.

Recording professional-quality mixes, livestreaming performances, preparing playlists on the move, or performing directly from mobile devices all become part of one seamless ecosystem.



Built for Every Performance

Whether you're connecting to a festival sound system, a club installation, a mobile DJ rig, or your home studio monitors, the XDJ-AN is ready.

Balanced XLR outputs provide professional-grade connections, RCA outputs offer compatibility with a wide range of equipment, while Bluetooth input and output expand wireless connectivity even further.

Combined with AlphaTheta's renowned audio quality, the result is a system capable of delivering detailed, powerful sound in virtually any performance environment.

The Next Chapter of DJing

The XDJ-AN isn't simply replacing existing all-in-one systems—it represents a new way of thinking about DJ performance.



Cloud-connected libraries, integrated streaming services, wireless monitoring, mobile compatibility, and a club-standard workflow combine to create a system that removes limitations and puts creativity first.

For DJs looking to prepare like professionals, perform with confidence, and embrace the future of connected DJ technology, the **AlphaTheta XDJ-AN** offers everything needed to take that next step.

The journey from the bedroom to the DJ booth has never been more connected—or more exciting.



GENESIS DJs

Creating Moments That Move More Than the Dancefloor



**In just a short time,
Genesis DJs have
established themselves
as one of South Africa's
most exciting female
electronic music acts.**

Blending the infectious rhythms of Amapiano with Afro House, Afro Tech, Commercial House, and Old School House, the duo has become known for performances that go beyond simply playing music—they create immersive experiences that unite people through emotion, energy, and connection.

Born from a story of resilience, healing, and new beginnings, Genesis DJs have built their brand on authenticity, faith, and a shared passion for excellence. Whether they're producing original music, performing on festival stages, or growing a loyal community of supporters, they remain focused on inspiring others while continually evolving as artists.

In this exclusive Sound Press interview, Genesis DJs share the story behind their journey, the philosophy that drives the Genesis Experience, and why creating meaningful moments will always matter more than simply filling a dancefloor.





Welcome! For those discovering Genesis DJs for the first time, can you introduce yourselves and tell us how your journey into DJing began?



Genesis DJs is a female DJ duo known for creating energetic, immersive musical experiences across events ranging from intimate gatherings to major festivals. Rooted in Amapiano but versatile across genres, our journey began in 2023 from a shared passion for music and bringing people together.

Over time, we've developed into a professional brand built on authenticity, excellence, and audience connection. We see ourselves not only as DJs, but as storytellers and creators of memorable experiences through music.



How did the two of you come together to form Genesis DJs, and what makes your partnership work so well?



Genesis DJs was born during a season of healing following the passing of Natasha's sister, Dr Eva Seoke. The name Genesis symbolizes new beginnings, faith, resilience, and hope. Our partnership thrives because it is built on trust, shared values, humility, and mutual support.

Being family strengthens our bond, while our faith guides our purpose. We are also grateful for the support of our family and team, whose belief in our vision continues to motivate and inspire our journey.



How would you describe your sound, and how has it evolved since you first started performing together?



Our sound blends soulful rhythms, melodic grooves, and high-energy selections to create an emotional journey for listeners. We carefully craft sets that flow between reflection and celebration, turning music into a shared experience.

Since starting, we've grown technically and creatively, moving beyond mainstream tracks to discover unique musical gems. Adaptability has become one of our greatest strengths, allowing us to read crowds and respond in real time. This evolution shapes what we call the Genesis Experience.



You both perform and produce music. Which do you enjoy more, and how do you balance the two?



We love both equally because they are connected parts of the same creative process.

Producing allows us to transform ideas and emotions into music, while performing brings those creations to life in front of audiences. Seeing people connect with music we've helped create is incredibly rewarding.

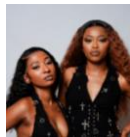
Producing deepens our understanding of music creation, while performing teaches us how audiences respond. Learning from experienced producers has strengthened our craft and inspired us to continuously push our creative boundaries.



“If our journey inspires other women to pursue their goals confidently, we're proud to contribute to positive change.”



As women in South Africa's electronic music scene, what has been the biggest challenge you've faced?

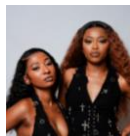


One of our biggest challenges has been earning trust and being taken seriously in a male-dominated industry. Often, assumptions are made before people experience our work. Instead of focusing on stereotypes, we've chosen to let our professionalism, consistency, and performance speak for themselves.

We aim to be recognised not simply as female DJs, but as a respected brand defined by excellence and creativity.



What do you think is the key to creating a memorable DJ set and connecting with a crowd?



A memorable DJ set is about creating meaningful moments rather than simply playing songs.

Preparation is important, but so is the ability to read the crowd and adapt to the energy in the room. Our goal is to take people on an authentic journey through music, creating connection, emotion, and shared experiences.

Through thoughtful track selection, crowd engagement, and storytelling, we aim to leave audiences with lasting memories they want to relive long after the event ends.



What advice would you give to young women hoping to build a successful career as DJs?



Believe in yourself, invest in your craft, and stay committed to continuous growth. Success isn't only measured by bookings but by building a reputation based on trust, professionalism, and consistency.

Learn your craft thoroughly, embrace every opportunity to grow, and avoid comparing yourself to others. There will be moments when people underestimate you, but dedication and excellence will always speak louder than opinions.



What's next for Genesis DJs? What can fans look forward to in the coming months?



The future is exciting, with new music, collaborations, and creative projects on the horizon. We're focused on performing on bigger stages, growing our audience, and refining our artistic identity.

Beyond music, we're passionate about building a creative community, supporting women in the industry, and collaborating with artists, brands, and innovators. As fashion enthusiasts, we're also exploring opportunities that combine music, style, and lifestyle.

Above all, we're committed to creating experiences that inspire connection and leave a lasting impact.

“Most importantly, embrace your uniqueness—your perspective and creativity are what make you valuable in the industry.”



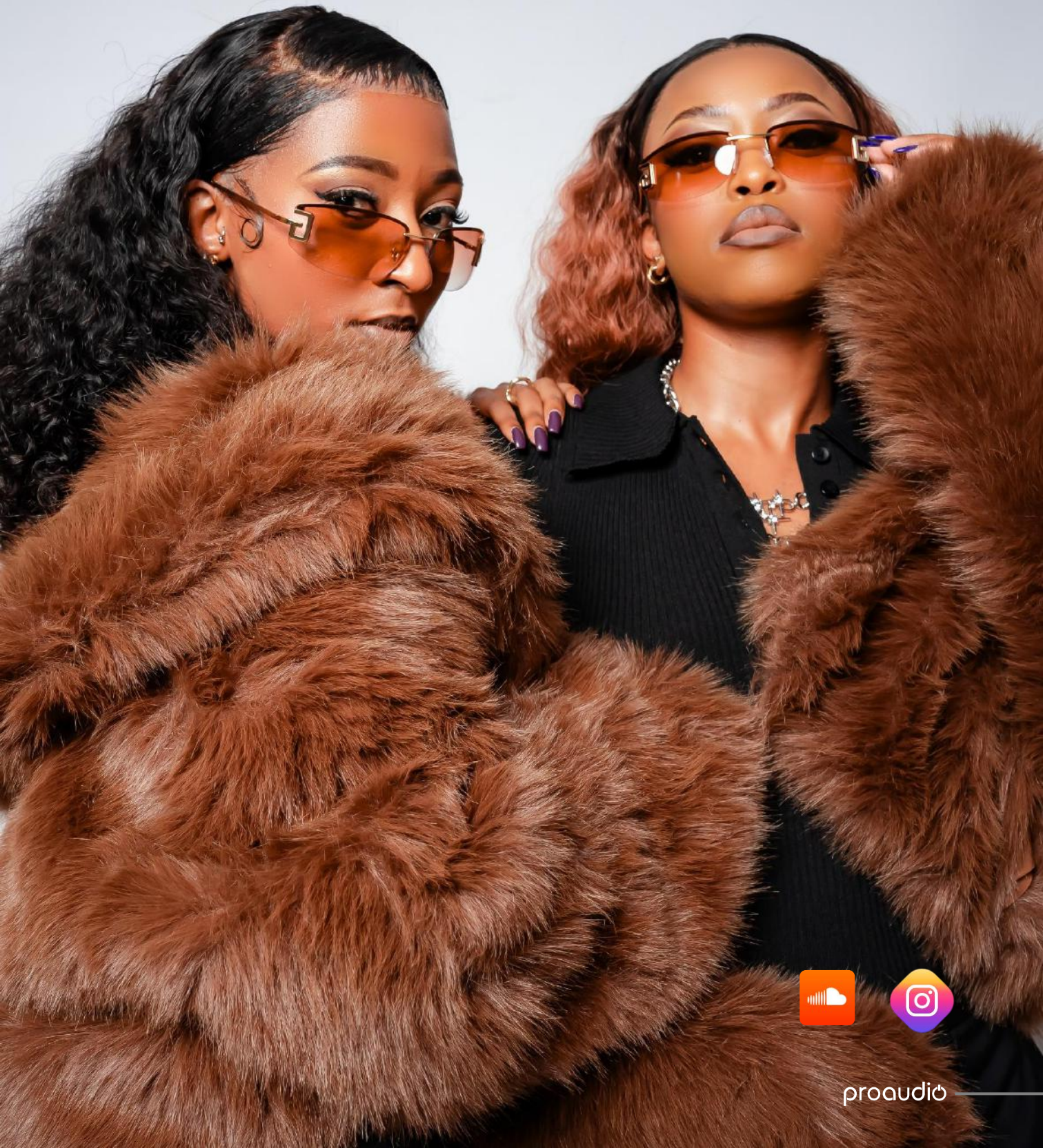
**"A memorable DJ set isn't about playing songs—
it's about creating moments that people carry
with them long after the music stops."**

GENESIS DJs



"Believe in yourself, invest in your craft, and stay committed to growth. Excellence, professionalism, and consistency will always speak louder than opinions."

GENESIS DJS





One Frequency. Worldwide Electronic Culture.

MUTHAFM

**CELEBRATING WOMEN.
ELEVATING ELECTRONIC CULTURE.**

WWW.MUTHAFM.COM

GLOBAL CHARTS

JULY 2026



MUTHA FM

THE BIGGEST TRACKS
SHAPING ELECTRONIC
MUSIC RIGHT NOW

TECH HOUSE TOP 10

- 01 **I Never Knew** Adam Ten
- 02 **La La Land** Green Velvet, MEDUZA, GENESI, ESSENTIA
- 03 **How Does It Feel** Fezzo, Dubdogz, Zaark
- 04 **On Lock** Dale Howard
- 05 **So Hot!** Jake Bleu, Edris Omar
- 06 **Invisible** Jazzy, Chris Lorenzo
- 07 **Stay Sexy** Mili, Hugel, LaBritney
- 08 **Baby** Prospa, Murda Beatz
- 09 **Oldskool Flavor** Max Styler, Greggio
- 10 **Profill** Bonafique, Yuvée

DEEP HOUSE TOP 10

- 01 **Trapped** Kolter
- 02 **Be Your Baby** Sidney Charles, Kolter
- 03 **Apathy** Brunello, Hillel Lev
- 04 **So Smooth** Malikk
- 05 **Sun Goes Down** Mason Collective, FLETCH (GB), Ellie Allen
- 06 **Shinjuku** Franky Rizado
- 07 **Rush** Ryan Nicholls
- 08 **Bloom** Hernan Cattaneo, Tom Pavichich
- 09 **Mood** Kasra, JoSoSick
- 10 **Not Exactly (Rinzen Remix)** deadmau5, Rinzen

AFRO HOUSE TOP 10

- 01 **Music Is The Answer (Dancin' And Prancin')** Jesus Fernandez, Karl8 & Andrea Monta
- 02 **Jamaican (Bam Bam)** Hugel, SOLTO (FR)
- 03 **Asara** Kasango
- 04 **Uyakhala** Lemon & Herb
- 05 **Moyo Wangu** Da Capo
- 06 **Teka** Enoo Napa
- 07 **Mzansi Groove** Caiiro
- 08 **Lost In Africa** Themba
- 09 **Spirit Of Ubuntu** Hyenah
- 10 **Tribal Frequency** Argento Dust

TECHNO TOP 10

- 01 **No Mercy** Armin van Buuren, Adam Beyer
- 02 **Your Mind On Acid** Bart Skils, Deniz Koyu
- 03 **K.O.** Oliver Huntemann, Kaufmann (DE)
- 04 **Move Your Body** Veerus, Mattia Saviolo
- 05 **Underground** Devid Dega
- 06 **In Your Mind** Chris Veron, AXXX7EN
- 07 **Lights Down** Darius Rose
- 08 **Transcend** Tao Andra
- 09 **Dimension** Space 92
- 10 **Labyrinth** Township Rebellion, Fab Massimo

TRANCE TOP 10

- 01 **Greece 2000** DJ Terry, Neitan, DJ Kuba
- 02 **Ready To Fly** Bryan Kearney, Modea
- 03 **Satellite** David Forbes, Sue McLaren
- 04 **When I Look In Your Eyes** Above & Beyond, Justine Suissa
- 05 **RAMsterdam** Paul Oakenfold, RAM, Daxson
- 06 **What's A Girl To Do In '25** KI/KI
- 07 **Edge Of The Atmosphere** Ben Stone, Asteroid
- 08 **Pitchin'** Hi-Gate, Shugz, Trance Wax
- 09 **Kuro** Nikolauss
- 10 **Unforsaken** Niko Zografos

TRACK OF THE MONTH

NO MERCY

ADAM BEYER &
ARMIN VAN BUUREN

A massive collision of techno power and trance emotion. "No Mercy" has exploded across festivals and club sets worldwide, making it the standout electronic release of July 2026.



TUNE RAIDER

THE ORIGINAL FREQUENCY

Twenty-five years of breaking barriers, moving dancefloors and proving that passion always outlasts trends.

A WOMAN WHO CHOSE THE DECKS

Before female DJs became a regular sight behind the booth, Pamm Legg—better known as Tune Raider—was already carving out her own lane.

She discovered Cape Town's underground psytrance movement in 2000 and instantly found what she'd been searching for: freedom. Electronic music wasn't just something to listen to, it became a place to belong.

At a time when women were expected to stand beside the DJ rather than become one, she ignored expectations, learnt to mix properly and earned respect the only way she believed mattered: through the music.

That determination eventually led her to Mutha FM, where she hosted The Twisted Sessions, helping shape one of South Africa's most influential underground electronic radio stations.

“
*I wanted
to be the DJ...
not the DJ's
girlfriend.*”



25+ YEARS BEHIND THE DECKS

INTERNATIONAL TOURS

- BRAZIL • UK
- EUROPE
- AUSTRALIA
- INDIA
- THAILAND

DOCUMENTARY CREATOR

**UNDER THE
AFRICAN SKY**

Preserving the story
and spirit of South
Africa's psytrance
culture

MUTHA FM

One of the first
female voices on
MUTHA FM.

MORE THAN A DJ

While her performances have taken her across the globe, Tune Raider believes the greatest moments aren't measured by applause, they're measured by connection.

Whether playing sunrise sets, massive festivals or intimate dancefloors, her goal has always remained the same: create moments where people can lose themselves in music.

Her influence stretches beyond DJing. Through her documentary *Under the African Sky*, she preserved the early years of South Africa's psytrance culture, ensuring its history would never be forgotten.

Away from music she's an environmental activist, animal lover and someone who finds balance in nature a reminder that even the loudest artists need quiet places to recharge.

After decades behind the decks, she still feels the same excitement before every set.

Not because she has something to prove.

Because she still loves the music.

“If you're true to your craft, you'll shine from the inside. That's real beauty.”



QUICK FIRE

FAVOURITE PLACE?
NATURE.

MUSIC STYLE?
HIGH-ENERGY PSYTRANCE.

BIGGEST LESSON?
MASTER YOUR CRAFT
BEFORE CHASING FAME.

LEGACY?
CREATING UNFORGETTABLE
DANCEFLOORS AND
INSPIRING THE NEXT
GENERATION.

**"LEARN TO MIX PROPERLY. RESPECT THE MUSIC.
MAKE PEOPLE FORGET THE WORLD FOR A LITTLE WHILE."**



LIVE SHOWS ON **MUTHA FM**



THE DJ SLAYER EXPERIANCE

with **DJ SLAYER**

TUESDAYS 7PM TO 9PM (CAT)

Inspired by South Africa's legendary late-'90s rave scene, DJ Slayer delivers high-energy mixes packed with Tech House, Bass House, EDM, and unexpected mashups. His passion is creating unforgettable moments that bring people together through music.

Catch **THE DJ SLAYER EXPERIENCE** every Tuesday from 7PM to 9PM, exclusively on MUTHA FM.

From uplifting grooves and peak-time anthems to exclusive guest DJs and the hottest talent, DJ Slayer delivers two hours of expertly curated electronic music from around the globe.

Whether you're wrapping up your workday, hitting the road, or gearing up for a night out, this is your weekly soundtrack.

Two hours. Zero stress. Maximum vibe.

TECH HOUSE • DEEP MINIMAL • TECHNO • PSY TRANCE • DRUM & BASS • INDIE DANCE • EDM • SO MUCH MORE

ANTON ANTHEM

with
THE MONDAY HOUSE CLUB & HOUSE YOUR MUTHA

With nearly two decades behind the decks, Anton Anthem brings his passion for house and techno to MUTHA FM every Monday and Thursday. From uplifting grooves to peak-time club energy, his expertly crafted sets keep the momentum building from start to finish.

Every Monday, Anton takes over MUTHA FM with **THE MONDAY HOUSE CLUB (3PM-6PM CAT)** easing you into the week with mixture of house, driving grooves, and uplifting rhythms.

Then, **HOUSE YOUR MUTHA (6PM-9PM CAT)** turns up the intensity with peak-time house, techno, and underground club energy designed to keep you moving.

Whether you're at work, on the road, or getting ready for the night ahead, Anton Anthem delivers six hours mixed electronic music that sets the tone for the week.



VISIT OUR WEBSITE FOR MORE LIVE SHOWS AND OUR RESIDENT DJs



DJ OF THE MONTH

5,014 VOTES

JUNE 2026 WINNER



MUTHAFM

LIQUID BASE

LIQUID BASE has been crowned Mutha FM & Proaudio Red Room Experience DJ of the Month for June, earning more than 5,000 votes from listeners worldwide. The win includes a Proaudio Red Room Experience and featured placement across Mutha FM's flagship programming.

We're currently working on a "bigger and better DJ competition" so keep an eye on our website and social media channels for exciting updates and announcements.

WHY BECOME A RESIDENT?

- 4 shows/month (once a week)
- Broadcast to **100,000+ listeners worldwide**
- Build your brand and grow your fanbase
- Featuring on a flagship show
- Resident status + schedule placement (part of station culture)
- Your DJ name on the show schedule
- Branded social profile (your photo) on all platforms
- **Consistency = growth**



NEW RESIDENT DJ

JASVEER THE FARMER

Our newest resident DJ joins the Mutha FM tribe you can catch him every **Friday 12PM to 3PM (CAT) On Glitterball Grooves.**

All new residents DJs or hosts automatically go into the draw to win:

Proaudio Red Room Experience and Power Works HPW-5000 Headphones

MORE INFORMATION WWW.MUTHAFM.COM

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ALWAYS LISTEN TO YOUR MUTHA!



@MUTHAFM





ME'SHALLE

Authentic House Music, Meaningful Connections

For ME'Shalle, electronic music has never been about trends—it's been a lifelong love affair.



From discovering the magic of house music as a teenager during South Africa's early dance music movement to stepping confidently behind the decks after years working behind the scenes in the live events industry, her journey has been one of patience, resilience, and unwavering authenticity.



Today, her signature blend of Tech House, Deep Minimal, Progressive House, Indie Dance, and Funky House reflects an artist who values emotion, storytelling, and genuine connection above everything else.



Beyond her performances, ME'Shalle is helping shape the future of South Africa's electronic music community. Through her **Mutha FM radio show, *She Sets The Sweet Spot***, she champions female DJs and producers from around the world, while Love Mee—her collaborative platform with Justin Vee—continues to celebrate underground house music and the culture that surrounds it.

In this exclusive Sound Press interview, ME'Shalle shares her remarkable journey back to the decks, the lessons she's learned along the way, and why creating meaningful experiences will always matter more than following the latest trend.



Welcome ME'Shalle, for readers discovering you for the first time, how would you introduce yourself as an artist and what you represent in the electronic music scene?



I'd describe myself as someone who has fallen in love with electronic music over and over again throughout my life. I'm not the DJ who started playing because it looked cool or because social media made it popular. Music has been part of me since I was a teenager.

My journey hasn't been a straight line, it has been full of pauses, setbacks, incredible opportunities behind the scenes, becoming a mother, and finally finding the confidence to step into the spotlight.

As an artist, I represent authenticity. I don't chase trends. I play music that makes me feel something. I want people to lose themselves play and have fun for a few hours, forget what's happening outside the dancefloor, and simply connect through music.

If someone leaves one of my sets feeling lighter then, smiling and happy I feel I did a good job.



You first fell in love with house music at just 13 years old during the rise of South Africa's dance music culture. Can you take us back to that time and describe what initially drew you so deeply to the music?



Magic is a understatement. Back then electronic music wasn't everywhere like it is today. When you found it, it felt like you had discovered a secret world. I remember hearing Robin S - Show Me Love played by DJ Dizzy and feeling something I couldn't quite explain. It wasn't just the beat it was the emotion, the energy and the freedom.

House music didn't care who you were, where you came from or what was happening in your life. Everyone belonged. I call it the love generation. I was definitely too young, but I'd find ways to sneak into clubs and underground raves just to experience it.

I'd stand there completely mesmerised by the DJs, watching them control the room. People from every background dancing together without judgement, it felt like home. Looking back now, I realise I wasn't just falling in love with the music and sound. I was falling in love with the culture.

SP At 19 you completed your first vinyl DJ course with some of South Africa's respected names in the industry. What do you remember most from that experience, and how did it shape your foundation as a DJ?



Learning on vinyl taught me respect. There was no sync button, no waveforms, no shortcuts. You had to listen. Really listen. Training with legends like Dizzy, Nelson, DJ Adrian and Surge taught me discipline and patience.

Every mix had to be earned, and when you finally nailed it, there was no better feeling. Those lessons have stayed with me. Technology has evolved, but I still believe your ears are your greatest tool.

Good DJing isn't about pressing buttons, it's about understanding music, feeling people and knowing how to tell a story.

SP Even though you stepped away from performing publicly for a while, music never left your life. What was that period like for you emotionally, and what ultimately reignited your desire to return to DJing?



To be honest, it was frustrating at times. Life happened. I became a mum, built a career and dedicated myself to raising my children. I don't regret any of it because they will always be my greatest achievement.

But there was always a little voice inside me asking, "What if?" I kept asking friends to teach me the new technology as DJing evolved, but it never happened. I even entered Sisters of Spin hoping that would finally be my chance, but it wasn't meant to be.

Then I met Justin Vee. I couldn't ask for a better mentor and teacher. He believed in me before I fully believed in myself. He didn't just teach me how to use modern equipment, he helped me realise that it wasn't too late. That changed everything. Sometimes life doesn't say no. It simply says, "Not yet."





SP You've worked extensively in the events and live production world with major international artists. How has being behind the scenes influenced the way you now approach performing as a DJ?



It's given me a huge appreciation for everyone involved in creating an event.

People only see the artist on stage, but they don't always see the months of planning, production, sound engineers, lighting crews, promoters and hundreds of people working together behind the scenes.

Working on shows with artists like Fatboy Slim, Metallica, Audio Bullies, Collective Soul and many others taught me professionalism. Every artist I've watched has had their own way of connecting with a crowd, and I took little lessons from all of them. Now, when I play, I don't just think about my set.

I think about creating an experience. Music is only one part of the story. I am a creator and currently working on a bigger experience and plan.



You and Justin Vee created Love Mee, a platform and event series focused on underground house music. What was the vision behind it, and what kind of atmosphere were you trying to create for your audience?



As someone actively championing female DJs through your radio show She Sets The Sweet Spot, what has your experience been like as a woman in the electronic music industry, and what advice would you give to other women trying to break into the scene?



Love Mee was born from exactly what we felt was missing. We wanted to create an environment where people came for the music, not for VIP tables, not for social media photos, but for genuine connection.

House music has always been about community. We wanted intimate dancefloors, incredible sound, amazing DJs and an atmosphere where everyone felt welcome. That philosophy continues every week on Mutha FM, where Justin and I hosted Love Mee for listeners around the world.

Whether someone is tuning in from Johannesburg, London or Ibiza, we want them to feel like they're standing together on the same dancefloor. Because music doesn't recognise borders. We in the process of launching a new show on Mutha FM.



The industry has definitely changed, but there's still work to do. There are so many incredibly talented women making phenomenal music, yet they don't always receive the recognition they deserve.

That's one of the reasons I created She Sets The Sweet Spot. I wanted a platform dedicated to celebrating female DJs, producers and artists, not because they're women, but because they're exceptional musicians. Beauty in a artform.

My advice is simple. Don't wait for permission. Don't wait for someone to open a door for you. Keep practising. Keep learning. Build your network. Support other women instead of competing with them. Most importantly, stay true to your own sound. Your uniqueness is your greatest super power.



**Looking ahead,
what's next for
ME'Shalle? Where do
you see your sound,
your platform, and
your career evolving in
the next few years -
both locally and
internationally?**

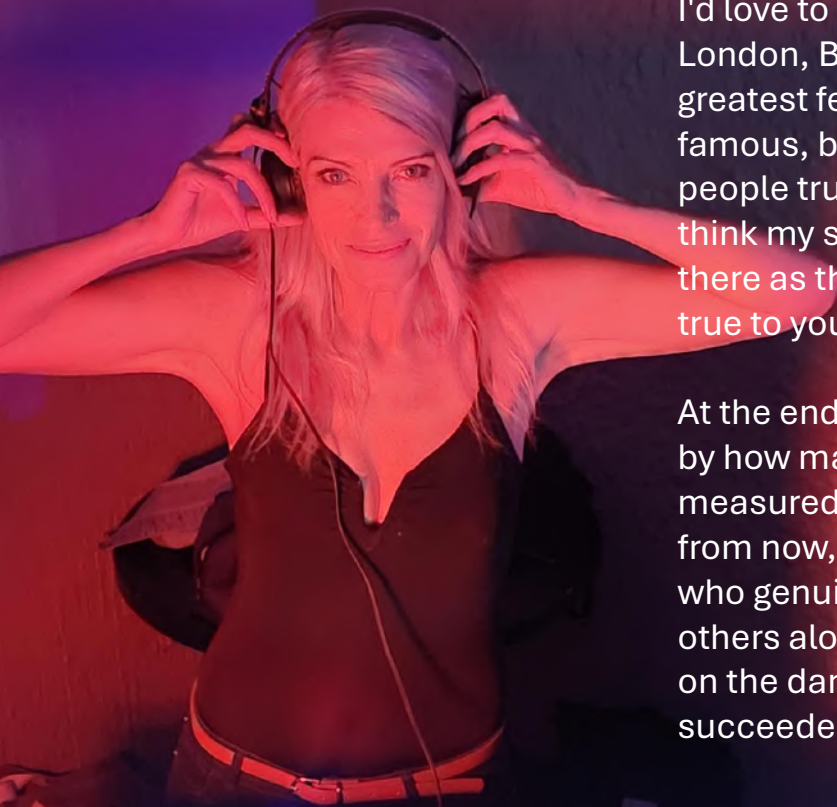


The dream has always been bigger. I want to continue developing my sound until people hear one of my sets and instantly know it's ME'Shalle. My current label She Freaks comes from the intricate sounds I absolutely love it's a little twisted.

I want to grow into an internationally recognised brand, continue building She Sets The Sweet Spot into a global platform for female electronic artists, and keep connecting with listeners through Mutha FM every single week. Mutha FM is the perfect platform for any DJ who wants to get there sound heard. I'm living proof.

I'd love to perform in Ibiza, Amsterdam, London, Berlin and across the world's greatest festivals, not because they're famous, but because they're places where people truly appreciate electronic music. I think my sound would be greatly appreciated there as there is no where here in SA to be true to your sound.

At the end of the day, success isn't measured by how many followers you have. It's measured by the lives you touch. If, years from now, people remember me as someone who genuinely loved the music, helped others along the way and made people smile on the dancefloor, then I'll know I've succeeded.





"Success isn't measured by how many followers you have. It's measured by the lives you touch and the memories you create on the dancefloor."

ME'SHALLE



proaudio DJ & MUSIC PRODUCTION TRAINING ACADEMY

— — — — — AUTHORISED BY AlphaTheta — — — — —



WHERE PASSION
BECOMES PERFORMANCE

INSIDE

Proaudio DJ & Music Production Training Academy

and a glimpse at what's coming next.

Every successful DJ and music producer starts somewhere. For some, it's mixing tracks in a bedroom. For others, it's creating beats on a laptop. But turning passion into a profession requires more than talent—it requires the right guidance, the right equipment, and the right environment to learn.

That's exactly what the Proaudio DJ & Music Production Training Academy was created to provide.

Based at the AlphaTheta Experience Centre inside Proaudio South Africa in Sandton, the Academy offers students the opportunity to learn using the same professional equipment found in clubs, festivals, studios and venues around the world.

If you're stepping behind the decks for the first time or looking to refine your production skills, the Academy has been designed to help students develop real-world skills with confidence.



TRAINING for Every Stage of Your Journey

The Academy's curriculum is built around progressive learning, allowing students to develop at their own pace while gaining practical, industry-relevant experience.

For aspiring DJs the Academy offers:

AlphaTheta proaudio Pioneer Dj

WHERE THE BEAT BEGINS

Beginner DJ COURSE

8 Modules:

1. Becoming a DJ & Intro to Rekordbox 7
2. Gear Orientation & Dropping The First Beat
3. Manual Beatmatching
4. Cueing & Headphone Mixing
5. Mixing with EQ
6. B2B Set with Lecturer
7. Extended Practice & Set Finalization
8. Final Mix (Audio Recording) & Assessment

2026

START . LEARN . PLAY . CONNECT . GROW .

WHERE THE BEAT BEGINS

– the perfect starting point for complete beginners, introducing the fundamentals of DJing and building confidence behind the decks.

AlphaTheta proaudio Pioneer Dj

AlphaTheta Pack

PRO DJ COURSE

12 Modules:

1. Becoming a DJ & Intro to Rekordbox 7
2. Gear Orientation & Dropping The First Beat
3. Manual Beatmatching
4. Cueing & Headphone Mixing
5. Mixing with EQ
6. Mixing in Key
7. Creative Use of Colour FX and Performance Pads
8. Advanced Beat FX Techniques
9. Live Drop & Back Spins
10. Mixing Acapellas
11. B2B Set with Lecturer
12. Final Mix (Audio & Video) & Assessment

2026

START . LEARN . PLAY . CONNECT . GROW .

ALPHATHETA PACK

– a professional DJ course designed to develop advanced mixing techniques, performance skills and club-standard workflows.

ON THE GO

MOBILE DJ COURSE

12 Modules:

1. Introduction To Mobile DJing & Crowd Reading
2. Mobile DJ Gear Orientation & Signal Flow
3. Manual Beatmatching
4. Cueing & Headphone Mixing
5. Mixing with EQ
6. Mixing in Key
7. Creative Use of Colour FX and Performance Pads
8. Advanced Beat FX Techniques
9. Live Drop & Back Spins
10. Business Essentials For Mobile DJs
11. B2B Set with Lecturer
12. Final Mix (Audio & Video) & Assessment

2026

START . LEARN . PLAY . CONNECT . GROW .

Top-Up DJ Courses

the Academy offers:

ON THE GO

– a specialised course for mobile and event DJs, covering everything needed to perform confidently at weddings, corporate events and private functions.

REKORDBOX MASTERCLASS

– helping DJs unlock the full creative potential of AlphaTheta's industry-leading rekordbox software.

REKORDBOX MASTERCLASS

TOP-UP DJ COURSE

4 Modules:

1. Rekordbox Foundations – Library & Playlists
2. Rekordbox Performance Features
3. Preparing For Gigs – Export, Setup & Backup
4. Cueing & Headphone Mixing

2026

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DJ BRANDING

TOP-UP DJ COURSE

5 Modules:

1. The Power of DJ Branding
2. Building A Professional Artist Bio
3. Visual Identity- Photos, Logos & Assets
4. Your First EPK (Electronic Press Kit)
5. Final Assessment

2026

START . LEARN . PLAY . CONNECT . GROW .

DJ BRANDING

– teaching students how to build a professional identity, market themselves effectively and grow a sustainable career in the music industry.

For aspiring producers

the Academy offers a complete music production pathway:

MUSIC PRODUCTION ESSENTIALS

– introducing the foundations of music production and digital audio workstations.

AlphaTheta proaudio Pioneer Dj

ESSENTIALS

FOUNDATIONAL LEVEL MUSIC PRODUCTION COURSE

8 Modules:

1. Overview & Setup
2. Drum Programming Basics
3. Melody & Harmony Essentials
4. Stock Instruments & Synths
5. Arranging your Track
6. Introduction to Mixing
7. Putting It All Together
8. Finalizing & exporting Your Track

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START . LEARN . PLAY . CONNECT . GROW .

PROAUDIO DJ & MUSIC PRODUCTION TRAINING ACADEMY

AlphaTheta proaudio Pioneer Dj

Sound Architect

PROGRESSIVE LEVEL MUSIC PRODUCTION COURSE

8 Modules:

1. Intermediate Drum Programming
2. Intermediate Music Theory
3. Introduction to Sound Design Part 1
4. Introduction to Sound Design Part 2
5. Intermediate Arrangement
6. Intermediate Mixing
7. Intermediate To Mastering
8. Putting it All Together
9. Project Assessment & Final Review
10. Exporting Your Project for Release

2026

START . LEARN . PLAY . CONNECT . GROW .

PROAUDIO DJ & MUSIC PRODUCTION TRAINING ACADEMY

SOUND ARCHITECT

– expanding creative and technical production skills through more advanced workflows and techniques.

AlphaTheta proaudio Pioneer Dj

SOUND MASTER

ADVANCED LEVEL MUSIC PRODUCTION COURSE

8 Modules:

1. Advanced Drum Programming
2. Advanced Sampling Techniques
3. Advanced Sound Design Part 1
4. Advanced Sound Design Part 2
5. Advanced Arrangement & Structure
6. Advanced Automation & Modulation
7. Creative Effects Processing
8. Vocal Processing
9. Advanced Mixing Techniques
10. Advanced Mastering Techniques
11. Putting It All Together
12. Final Review & Track Assessment

2026

START . LEARN . PLAY . CONNECT . GROW .

PROAUDIO DJ & MUSIC PRODUCTION TRAINING ACADEMY

SOUND MASTER

– the Academy's advanced production programme, preparing students to create polished, release-ready music.

Learning on Professional Equipment

One of the Academy's greatest strengths is its environment.

Students don't simply learn theory—they gain hands-on experience using professional AlphaTheta equipment inside the **AlphaTheta Experience Centre**, Africa's home for AlphaTheta technology.

From club-standard DJ systems to professional software and production tools, every lesson mirrors the equipment and workflows used by today's leading performers.

It's an experience that gives students the confidence to move from the classroom to the stage.



COMING
SOON

The Next Chapter Begins Soon

The Academy is also preparing for its biggest step forward yet.

Coming soon is an all-new **Proaudio DJ website**—a dedicated online destination created specifically for DJs.

The new platform will bring together the latest DJ news, products, educational content, community features and much more, creating a central hub for South Africa's growing DJ community.



Alongside the new website, the Academy will officially launch its **Online DJ School**, making professional DJ and music production training accessible to students across South Africa and beyond.

Learners will be able to study at their own pace, access structured course material online, and develop their skills wherever they are, while still benefiting from the Academy's professional approach and industry expertise.





Building the Future of South African Talent

The Proaudio DJ & Music Production Training Academy is about far more than learning how to mix tracks or produce music.

It's about building confidence, creating opportunities, and helping the next generation of DJs and producers realise their potential.

With world-class facilities, industry-focused training, an expanding range of courses, and an exciting digital future on the horizon, the Academy is rapidly becoming one of South Africa's most exciting destinations for anyone ready to turn their passion for music into something extraordinary.





YAMKE MOLO

With a passion for Afro House and a commitment to authenticity, Yamke Molo has quietly built one of South Africa's most inspiring DJ success stories.

Originally from Idutywa in the Eastern Cape and now based in Cape Town, she has spent more than a decade refining her craft, growing from a curious teenager fascinated by long DJ mixes into a respected performer, producer, and content creator with millions of listeners around the world.

Her infectious energy behind the decks, combined with an unwavering dedication to her signature sound, has earned her a loyal global audience and positioned her as one of the country's rising Afro House talents.

Inspired by pioneers such as Black Coffee and DJ Kent, Yamke has learned that lasting success comes not from following trends, but from embracing individuality.

In this exclusive Sound Press interview, Yamke reflects on the lessons she's learned, the importance of consistency, and why staying true to yourself is the most valuable investment an artist can make.





Welcome Yamke! For readers who may be discovering you for the first time, can you introduce yourself and tell us a little about who Yamke Molo is?



Hello! And thank you so much for having me. I am a professional DJ and producer currently residing in Cape Town, South Africa.

With a passion for music and aspirations of becoming one of the internationally recognised greats in the house music scene, I'm really just a girl who loves discovering new music and expressing that love through the craft of DJing.



You began your DJ journey at a young age and completed your first Soul Candi DJ course while still in high school. What first sparked your passion for DJing, and what motivated you to pursue it professionally?



Music is what sparked my passion for DJing. I always listened to the house mixes my cousins had on their laptops and became very intrigued by the “super long” tracks that seamlessly mixed into the next song for an hour or more.

I was only 10 years old at that point, so I didn't quite understand what it was. It wasn't until I was 16 that I realised there was something I could do about my love for music and even create my own “super long” tracks. That's when I started searching for a DJ academy near me and found the Soul Candi Institute of Music.





Black Coffee and DJ Kent have been cited as some of your inspirations. How have they influenced your sound and approach to music?



Authenticity! It goes without saying that we live in a world where copy culture is very real. Oftentimes, we see someone in our respective fields doing something cool, and we try to recreate or do something similar because they received a positive response.

From these two legends, I've learned that being yourself is what works best, especially if you're playing the long game.

This approach has encouraged me to stop shying away from playing the genre I truly want to play on the decks.



You've now spent more than a decade refining your craft. Looking back, what have been some of the biggest milestones and lessons throughout your journey as a DJ?



Some of my biggest milestones include growth and confidence in what I do.

Although I completed three courses across three different music institutions, I've learned that no amount of training can truly instill confidence.

Despite undoubtedly having the skills, I had to learn to believe that I was made for this. As for the biggest lesson I've learned: hard work and consistency.

I applied that lesson to my YouTube channel and can genuinely say that, with hard work and consistency, the results do come eventually.





Your signature Afro House sound has attracted millions of listeners online. How would you describe your style, and what do you focus on when building a mix that connects with an audience?



I'd describe my style as a combination of African dance and electronic music. My main focus has always been to create mixes that anyone can enjoy listening to, especially those who aren't Afro house fans.

I like proving a simple point: music is universal, and if you take the time to listen, you'll find a track or mix you never knew you needed.

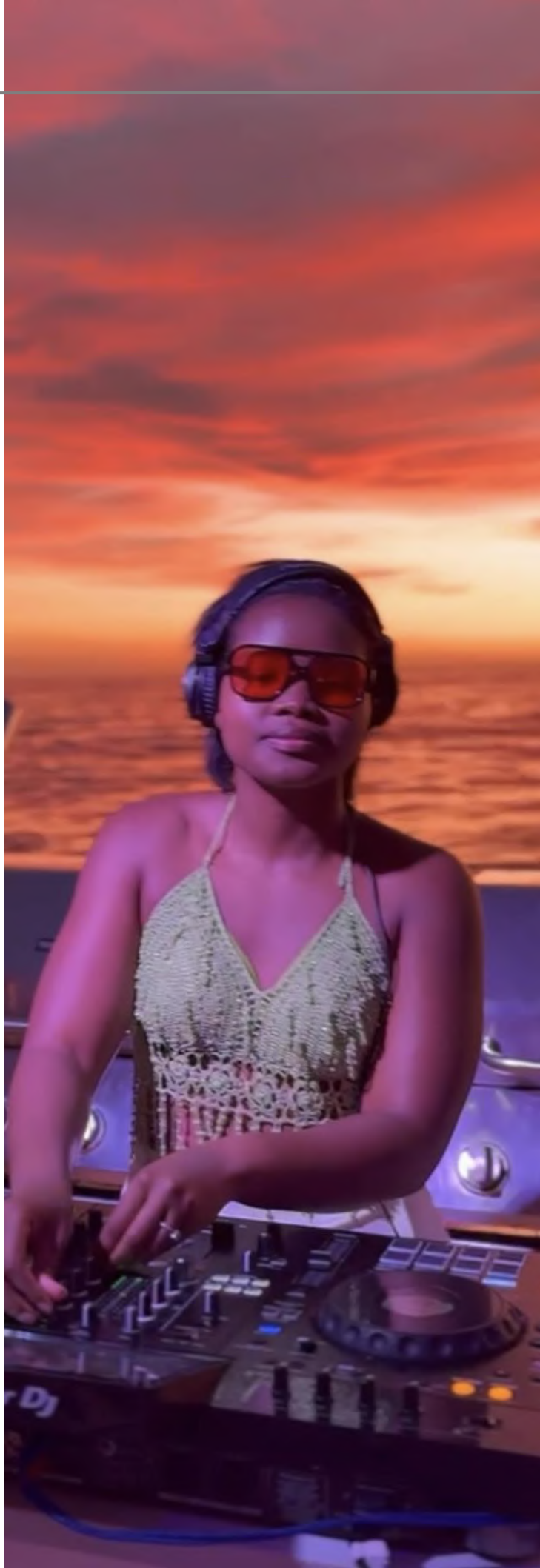


With over 3 million YouTube views and a strong social media following, how has digital content creation helped shape your career and connect you with fans around the world?



Through YouTube especially, I've been able to virtually meet and connect with people from all over the world. It always blows me away to see the extent to which my supporters go to support my work and journey.

Because of that, I respond to every comment genuinely, as I truly appreciate the effort each person takes to provide me with valuable feedback.





SP As a woman in the music industry, what have been some of the biggest challenges you've faced throughout your career, and what positive experiences or opportunities have come from being a female DJ? What advice would you give to young women who aspire to follow a similar path?



Being a female DJ often comes with a few “Oh, another one” comments, but those opinions usually change once people see how seriously I take my craft. As far as opportunities go, I don’t think being female has made much of a difference.

I have, however, been mistaken for my manager at corporate gigs because people assumed the DJ would be a man. My advice to young women entering this field is to find your “why.” Have a genuine passion for the craft, rather than pursuing it simply because it looks cool.

SP As your career continues to grow, what can fans look forward to next from Yamke Molo? Are there any upcoming releases, collaborations, or goals you're excited to share?



I’ll be dropping my first single soon. I’ve already played it in one of my YouTube sets, and people have loved it and have been asking for its release, so I’m really excited to finally share it officially.

After a necessary hiatus, my team and I are returning to YouTube with some exciting B2B collaboration mixes featuring myself and some of the best Afro house DJs.

Finally, in response to my supporters’ eagerness to support my brand and journey, we’ll also be launching merchandise that will be available for purchase.

"Being yourself is what works best, especially if you're playing the long game. Authenticity will always outlast imitation."

YAMKE MOLO



"Music is universal. If you take the time to listen, you'll always discover a track—or a mix—you never knew you needed."

YAMKE MOLO



CULTURE / SHIFT



OPEN / SOURCE



A New Creative Home for Cape Town

Cape Town has long been recognised as one of Africa's most vibrant creative cities, and **Open Source** is set to become an exciting new addition to that landscape.

Located in the heart of the city's CBD, Open Source is far more than an event venue—it's a multidisciplinary creative platform designed to discover, develop, produce, showcase and ultimately export South African talent to the world.

Bringing together a high-spec live event space, a professional recording studio, a photographic studio, and an in-house record label under one roof, Open Source creates an ecosystem where artists can collaborate, build their brands, produce world-class content, and perform in front of live audiences.

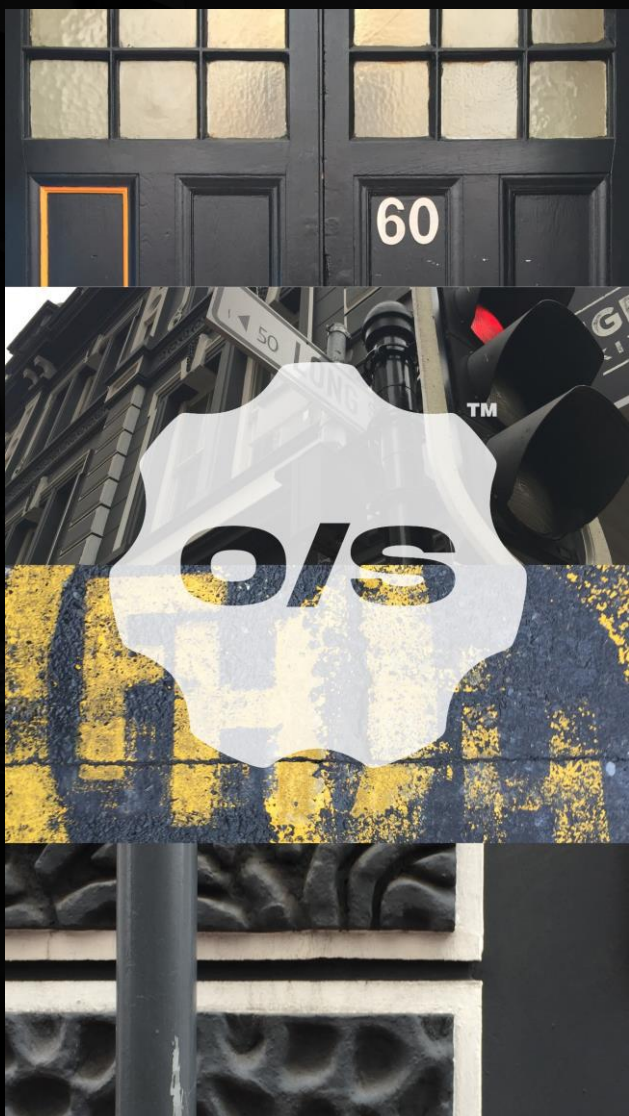
The platform's vision is to position Cape Town as a globally recognised creative capital by providing artists with the tools, opportunities, and support needed to grow sustainable careers.



O/S

OPEN / SOURCE

HEADSPACE / INTERFACE



Adding to the experience is a cutting-edge lighting system designed in partnership with **Lumen Edge**. The installation transforms the venue from an intimate listening room into a fully immersive audiovisual environment, allowing every performance to be enhanced with dynamic lighting that complements the music and creates unforgettable experiences for both artists and audiences.

What makes Open Source particularly valuable is its commitment to community.

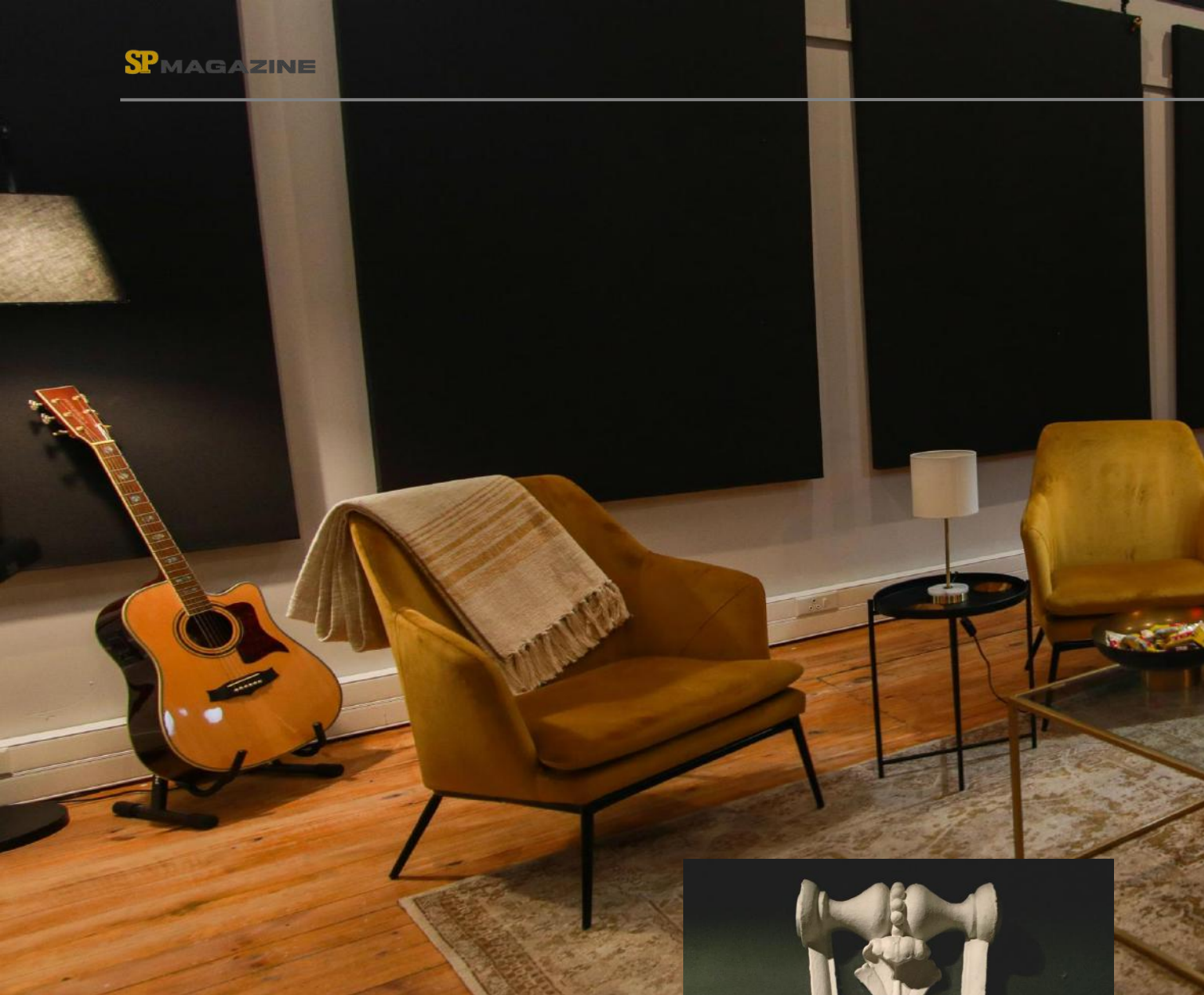
By working alongside organisations such as the City of Cape Town, the Western Cape Government, Bridges for Music, the Black Coffee Foundation, and other strategic partners, it creates opportunities for emerging creatives through live performances, workshops, collaboration, artist development, and professional content creation.



For Cape Town's creative community, Open Source represents far more than another venue.

It is a place where musicians, producers, DJs, photographers, filmmakers, and creators can connect, collaborate, and grow together.

By investing in local talent and providing a world-class creative space, Open Source is helping strengthen Cape Town's cultural identity while giving South African artists a platform to reach audiences both locally and around the world.



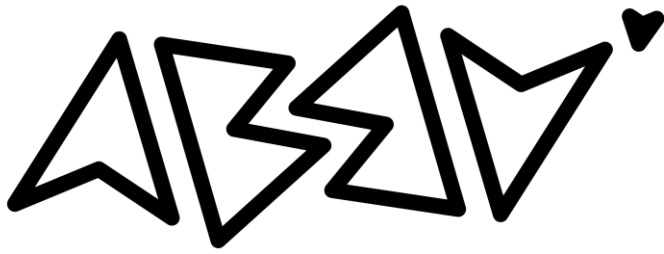
"Every great creative journey begins with a space that believes in your potential. Open Source is where ideas become opportunities."





"Cape Town's next generation of artists deserves more than a stage—they deserve a platform. Open Source is helping turn local talent into global success."





ABBY NUROCK

For more than two decades, Abby Nurock has remained one of South Africa's most respected voices in electronic music, proving that great DJing is about far more than technology—it's about taste, instinct, and storytelling.

Since first stepping behind a pair of Technics SL-1210 turntables in 2002, she has built an international reputation as a vinyl-only DJ whose carefully curated sets effortlessly weave together house, electro, disco, techno, and breakbeats into unforgettable musical journeys.

Beyond the dancefloor, Abby continues to shape South Africa's musical legacy through SAMP Records, preserving iconic local releases on vinyl while introducing them to collectors and audiences around the world.

Following another remarkable year that included performances at legendary venues such as Fabric, appearances alongside some of electronic music's biggest names, and major milestones with SAMP Records,

Abby joins Sound Press once again to reflect on the power of analogue culture, trusting your instincts, and why authenticity will always outlast trends.





Abby, welcome back to Sound Press! We had the pleasure of chatting with you last year. Since then, you've continued to make waves both locally and internationally. What has the past year been like for you?



Thank you for having me back. Wow, it's been a pretty intense year since we last chatted. Summer was a non-stop whirlwind...exhilarating, inspiring, and humbling. I've had some unbelievable gigs and some really disappointing ones too.

As a DJ, my work is an extension of my personality and emotional vulnerability, so when something doesn't land, I internalise it. (I think every DJ knows that feeling.) The important part is being able to move forward and come back stronger. I lost my dad recently, so it's been an emotional rollercoaster. But it completely shifted my perspective and reminded me how precious time is.

I'm more intentional about where I play and try to choose opportunities that align with my values and where I see myself heading. I feel incredibly fortunate to be invited into spaces that genuinely value vinyl and trust what I bring as a selector and performer.

ABBY NUROCK

"Every dance floor is different. My job is to read the room while staying true to the records I genuinely want to play."





SP Since our last conversation, what have been some of the biggest milestones or highlights in your career, whether on the road, in the studio, or behind the scenes?



Professionally, it's been surreal. I opened for Gerd Janson at Fabric and shared line-ups with artists like Four Tet, Marcel Dettmann, and Gabrielle Kwarteng, played to the incredible Bread4Soul crowds, and was a guest speaker/DJ on LP Giobbi's FEMME HOUSE Radio (which is a platform I've admired for creating opportunities and championing underrepresented voices).

Behind the scenes, SAMP Records continues to grow, introducing South African music to new audiences around the world.

It's been a year of pushing myself creatively, saying yes to the right opportunities, and realising that trusting my instincts usually leads me exactly where I need to be.

SP As co-director of SAMP Records, you've been championing South African music through vinyl releases. Can you tell us what exciting projects have been keeping you busy and what's new with the label?



It's been a really exciting year for SAMP Records. We've just announced the 10-year anniversary vinyl edition of Jullian Gomes' Late Dreamer- an album that's

become a modern South African house classic and feels incredibly special to bring to vinyl.

Alongside that, we've released Simphiwe Dana's Zandisile as a beautifully remastered 2LP, Zim Ngqawana's Zimphonic Suites, and we're still celebrating projects like Trompies' Sigiya Ngenoma and De Mthuda's The Landlord, both of which were finally given their first life on vinyl.

What we love most is that the catalogue doesn't sit in one genre. One minute we're working on jazz, the next it's kwaito, then amapiano, soulful house, or pop.

Every release is carefully considered: from licensing and researching the history to restoring and remastering the audio. It's a huge undertaking, but seeing these records treasured in South Africa and finding new audiences around the world makes it all worthwhile.





Vinyl continues to enjoy a resurgence around the world. From your perspective as a strictly vinyl DJ, how have you seen audiences and the industry embrace analogue culture over the past year?



I think people are craving something tangible again. We spend so much of our lives online that vinyl offers the complete opposite. It's intentional. You listen differently, and every record feels like a considered choice.

I've definitely noticed younger people becoming interested in analogue culture too- not because it's trendy, but because they're looking for a deeper connection with music.



Your sets effortlessly blend house, electro, disco, techno, breakbeats, and more. When you're preparing for a performance, how do you balance staying true to your sound while keeping every set fresh and unique?



I spend days, sometimes weeks, preparing records... but I never prepare a set. Every dance floor is different, and it's my job to read the room while staying authentic to my own sound. It depends on the booking too.

If it's a festival or an underground club, I'm more inclined to push boundaries and take people somewhere unexpected. If I've been booked for a specific brief or brand, then my role is to respect that narrative while still bringing my own musical identity to it.

At the end of the day, good music is good music. One of the things I love most about DJing is the challenge of reading a room while staying true to the records I genuinely want to play.

SP You're known for your deep musical knowledge and years of crate digging. Where are you currently discovering music, and has there been a record or artist that's recently inspired you?



Crate digging is still my favourite weapon, whether it's in record stores, vinyl fairs, friends' garages or following label catalogues. I love discovering B-sides. Sometimes a record is too scratched to play out, but it'll lead me to an incredible acid track or electro track, or a producer I'd never have discovered otherwise.

When I'm buying records, I often search by label more than producer or track. If I trust the label and a certain "sound", then I'm usually willing to take a chance. My taste has definitely evolved over the years, but ultimately if I find something I love, I'll play it, whether it came out yesterday or thirty years ago.

SP Electronic music has become more inclusive over the years, but challenges still exist. As someone who has built a respected career over more than two decades, what has your experience been as a woman in the industry, and what advice would you give to young women hoping to build successful careers as DJs or producers?



The advice I'd give is to trust your taste and don't try to be anyone else. Be professional. Be kind. Turn up on time. Support other artists instead of seeing them as competition.

Trends come and go, but authenticity and a good reputation will take you much further than chasing clout. Most importantly, don't underestimate yourself. Your perspective is the one thing nobody else can bring to the dance floor.

SP Finally, what's next for Abby Nurock? Are there any upcoming performances, releases, SAMP Records projects, or personal goals that fans should keep an eye out for over the coming months?



There's lots to look forward to. SAMP Records is building some great momentum, with exciting new releases on the way. We're also hoping to grow our own 12" compilation series and expand into digital releases alongside the vinyl.

My gigs are as varied as ever, from festivals to clubs to underground spaces... so watch my socials, and see you on your favourite D-floor!

And if I can leave people with one thing, it's this: support your local scene, support the underground, support your mates, and support the risk-takers.

Less phone time, more presence. Trust the DJ to educate you.

And have a proper boogie!!

"Trends come and go, but authenticity, professionalism, and trusting your own taste will always take you further than chasing clout."



ABBY NUROCK



What makes a DJ truly bookable?

A memorable set may capture the crowd, but building a successful DJ career also requires visibility, professionalism and a simple booking process.



FROM THE DECKS TO THE BOOKING

For many DJs, opportunities are scattered across WhatsApp groups, social media and personal recommendations.

Enquiries become buried in messages, important information is difficult to find, and payments are handled separately.

Social media helps DJs promote their work, but being visible does not always make them easy to book. Clients need to know a DJ's location, genres, experience, availability and suitability for different events.

TALENT ATTRACTS ATTENTION. PROFESSIONALISM SECURES BOOKINGS.

A professional DJ communicates clearly, arrives prepared and understands that a club performance, wedding, corporate event or private celebration may require a different approach.

A strong artist profile brings photographs, performance clips and essential booking information together. This helps clients move more easily from discovering a DJ to making an enquiry and confirming a booking.

FROM DISCOVERY TO BOOKING

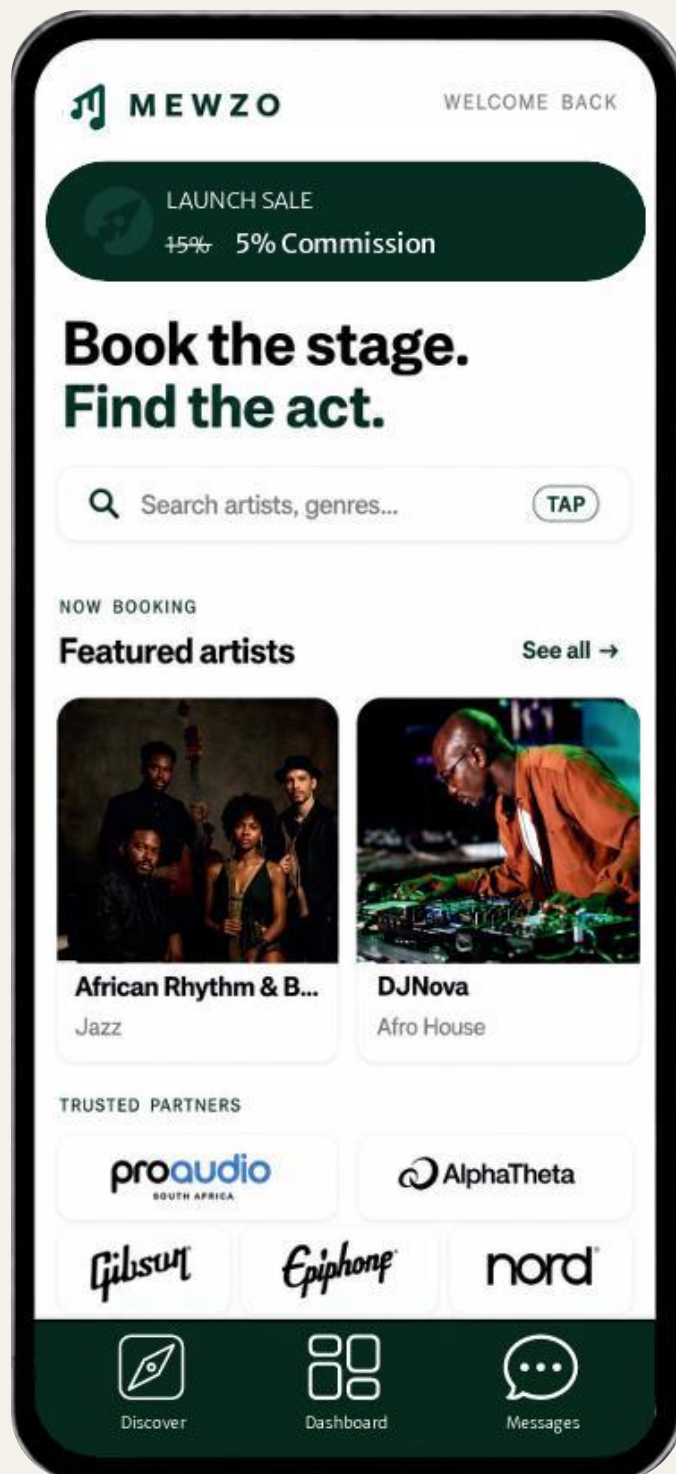
Mewzo is a South African artist-discovery and booking platform connecting clients with DJs and other performers in their area.

Through the Mewzo website and mobile app, users can browse artist profiles, communicate directly with performers and manage bookings and payments in one place.

DJs can currently create their Mewzo profiles for free. During the launch period, Mewzo is also offering an introductory commission of only 5% on successful bookings.

BUILDING A STRONGER LOCAL MUSIC INDUSTRY

South Africa has no shortage of talented DJs. The challenge is connecting that talent with the right audiences, venues and opportunities.



A great set may make people remember your name. Making yourself easy to discover, trust and book can help turn that moment into the next gig.

FREE PROFILE • 5% LAUNCH COMMISSION ON SUCCESSFUL BOOKINGS

mewzo.co.za • Mewzo app





Lady Lea



Few names carry as much respect in South African electronic music as Lady Lea. With more than 32 years behind the decks, she has witnessed—and helped shape—the evolution of the country's dance music culture from its earliest underground club nights to today's global festival stages.

Beginning her journey at just 14 years old, Lady Lea's relentless passion for music, fearless work ethic, and willingness to embrace every technological shift have established her as one of South Africa's true pioneers.

But Lady Lea's impact extends far beyond DJing. As the founder of successful ventures including Flipside Records, Flipside Management, Beat Boutique, and Divas on Decks, she has spent years developing artists, mentoring the next generation, and helping build a stronger local music industry.

In this exclusive Sound Press interview, Lady Lea reflects on an extraordinary career, the lessons learned along the way, and why passion will always remain the foundation of lasting success.



Welcome Lady Lea! You've been a professional DJ for over three decades and started DJing at just 14 years old. Can you tell us a little about yourself and how your journey in music first began?



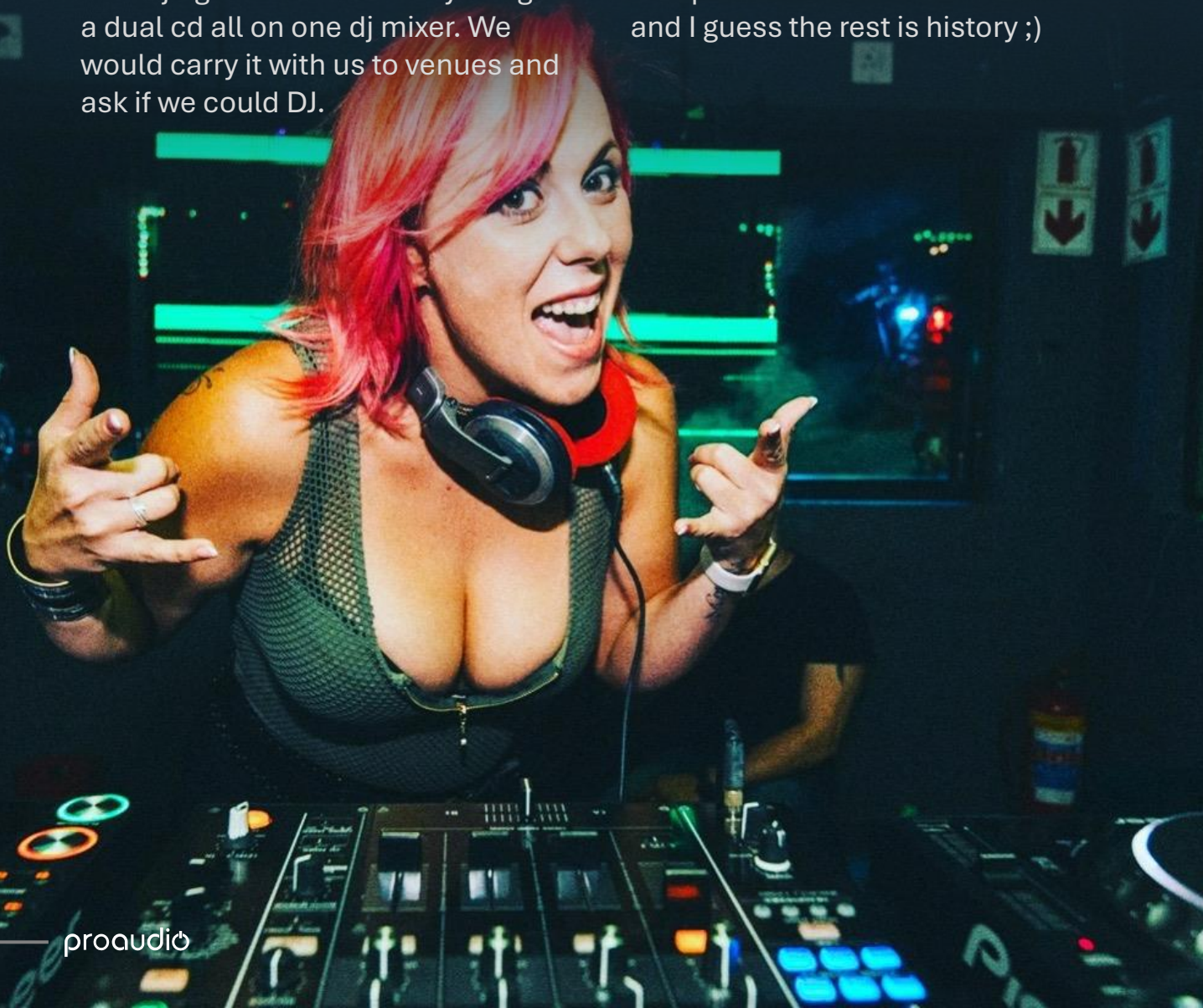
Thank you so much for including me in this feature;). I started to go out at a very young age in Cape Town - (I don't recommend this to minors lol) and I was always fascinated and crushed on the dj's lol.

My brother Morgan started dabbling with djing and we eventually bought a dual cd all on one dj mixer. We would carry it with us to venues and ask if we could DJ.

Eventually we moved back to PTA, where I was born, and we frequently went to DNA which was the best club in PTA at the time.

My brother and I offered to DJ all night in the "chill rooms" for free with our own gear just to be heard. That eventually grew to us playing the closing morning sets which eventually started to grow a new morning crowd who came after the raves.

After that we started to play at ESP end street and eventually we started to release mixed compilation cd's for these venues and I guess the rest is history ;)





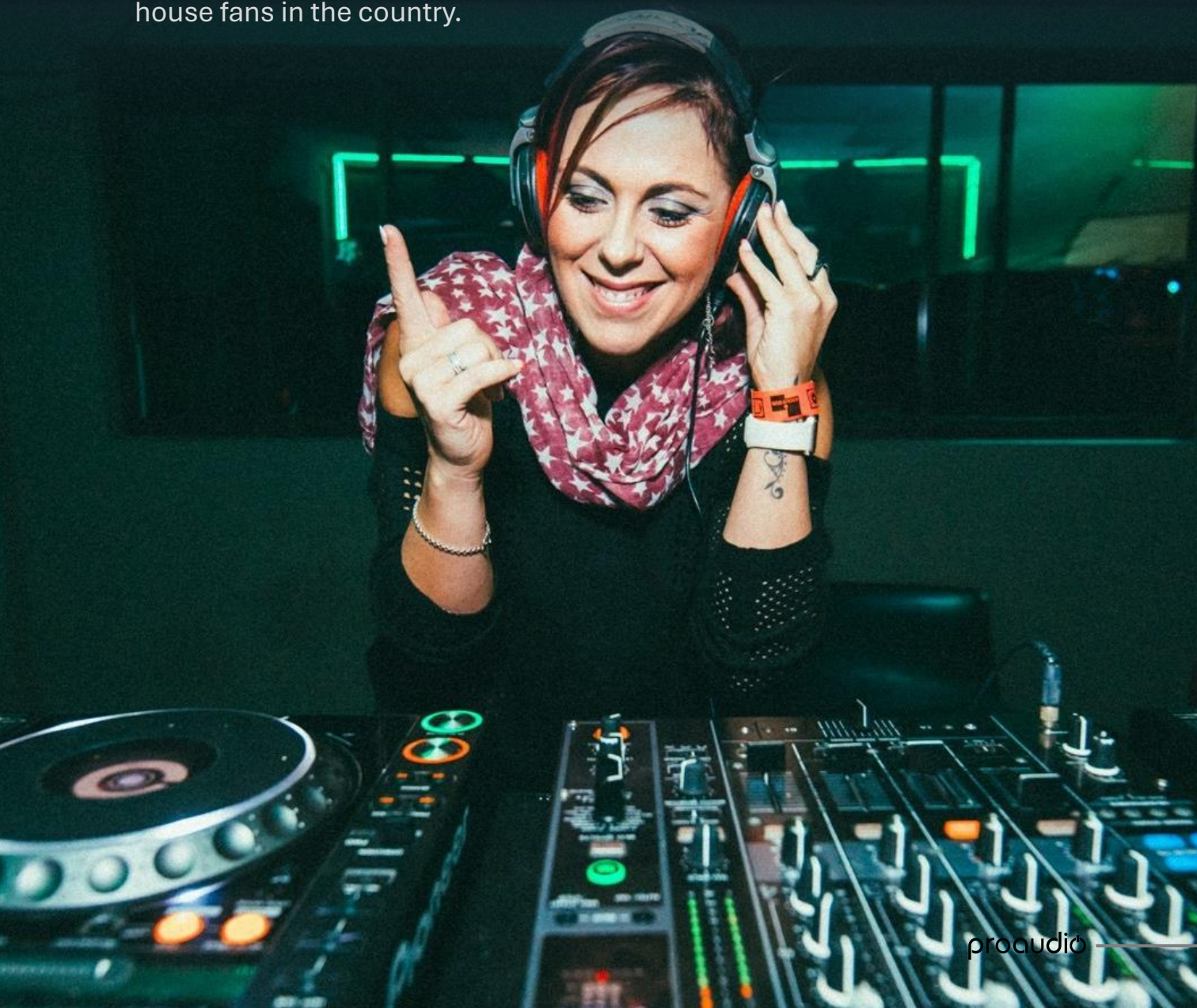
Looking back at your 32-year career, what were some of the key moments or turning points that helped shape Lady Lea into the artist and entrepreneur you are today?



I would say my Catch me if you can compilation series in 2004 was a huge step up for me, touring the country to over 20 venues. The albums became a house hold name and people loved the music so much that it started a new wave of bass house / electro house fans in the country.

Also planning my tours taught me how to manage my bookings, travel, schedules etc, and in turn helped me to start my dj agency and manage other big djs bookings.

Also after years of playing vinyl, cd's and digital, I was able to teach other young upcoming djs how to play on any piece of equipment, and also how to navigate the industry as a whole.





You've performed at some of the world's biggest events, including the German Love Parade, ULTRA South Africa, and international tours across Europe. Which performance or career milestone stands out as the most memorable, and why?



There were a few gigs in London that were really amazing. Playing at Fabric and Ministry of sound were definite winners. The German Love parade was probably the most people I've ever seen in my entire life in one place.

But I love playing to full underground night clubs like Truth. Those are my favourite because as a DJ you get to experiment with an open minded crowd who want to hear music they've never heard before.



Beyond DJing, you've built several successful brands, including Flipside Records, Flipside Management, Beat Boutique, and Divas on Decks. What inspired you to expand beyond performing and become a mentor, manager, and business owner within the industry?



You cannot have all your eggs in one basket. All these brands and businesses feed off of each other in various ways.

Building an empire has many facets to it and I want to do what I love. My main passions are, DJ'ing, Managing Artists and Fitness.





House music has evolved significantly over the years. Having witnessed these changes firsthand, what trends or developments in the electronic music scene have excited you the most?



I am always excited for new technology and gear, new styles of music and sub genres, and being able to perform in new ways that weren't possible with the old technology. Although I still love playing my vinyl more than anything else lol;)



As one of South Africa's most respected female DJs and a pioneer in the dance music scene, what have been some of the biggest challenges you've faced as a woman in the industry, and what positive experiences or opportunities have come from breaking those barriers?



I was probably one of the lucky ones that thankfully hasn't experienced any negativity because I am a female.

Maybe it's my attitude that helped me earn respect from people, or the fact that I always felt like "one of the boys". I never

separated myself from the djs because I was female. We were all friends and we all supported each other. If anything, being female helped my get noticed more (especially when there weren't many female djs), and that helped me get more opportunities, gigs, features, interviews, etc.... But I also worked my ass off, and I had to make sure I blew people away when they had any judgement whatsoever.





"You cannot expect to have a long, successful DJ career if you aren't authentically yourself. Passion for music will always be your greatest advantage."

Lady Lea

Id Creatives
PHOTOGRAPHY



Through Divas on Decks and your mentorship programme, you've helped support and develop the next generation of female talent. What advice would you give to young women who dream of building successful careers in the music and DJ industry today?



I currently mentor men and woman, but I guess the advice would be the same for all of them. Lead with your music and your talent, not your physical appearance or any other attachment that gives you an upper hand to other DJs.

Those things will fade and in the end it will just be about how you can control a dance floor and peoples emotions.

You cannot expect to have a long fruitful dj career if you are not authentically yourself. If you are not born with an intense passion for music, this is not the career for you.

Also, stay healthy, get sleep, stay fit and respect yourself if you want people to also respect you. Collect music all the time. Learn how to play on new gear. Have fun!



With your mentorship programme growing, your continued involvement in music, and so many accomplishments already behind you, what's next for Lady Lea, and what can fans look forward to in the future?



They are big things in the pipeline... Unfortunately I cannot elaborate too much on it just yet, but it definitely involves expanding all the elements of my empire internationally.

Watch this space ;)





Melissa B

Melissa B

Crafting Soundtracks for Extraordinary Moments



For Melissa, DJing is about far more than filling a dancefloor—it's about creating an atmosphere that transforms a moment into a lasting memory.

From luxury hotels and boutique venues to elegant weddings and premium lifestyle events, she has built a reputation for delivering sophisticated musical journeys that perfectly complement every setting. Blending commercial Deep House, Melodic House, and Afro House, Melissa's refined approach has made her one of Cape Town's sought-after DJs in the hospitality and luxury events space.

Music has been part of her life since childhood, beginning with piano and saxophone before eventually finding its way back through DJing. What started as an impulsive decision to buy her first controller quickly evolved into a flourishing career, opening doors to prestigious venues, major brand events, and unforgettable performances.

In this exclusive Sound Press interview, she shares her journey, the art of reading a room, and why progress—not perfection—has been the key to her success.



Welcome Melissa, For readers discovering you for the first time, can you introduce yourself and tell us what first sparked your passion for music and DJing?



Hi, I'm Melissa, a Cape Town-based DJ and musician, as well as a travel filmmaker and photographer. My love for music began at eight years old when I started playing the piano and later learnt the saxophone.

Although I pursued a career in filmmaking and photography, music remained my first passion. In 2022, I realised how much I missed it, so I bought my first DJ controller. It was an impulsive decision, but I haven't looked back since.



Every DJ has a unique story. Can you take us back to the beginning of your journey and tell us how you first got started behind the decks?



My journey into DJing happened very organically. I started by watching YouTube tutorials, bought a Pioneer DDJ-400, and practised whenever I could. A few months later, I played a one-hour set at Mynt Café in Camps Bay for my birthday celebration.

They invited me back the following weekend, and before long I was performing regular sunset sets. Those gigs taught me how to read a crowd, and sharing them on Instagram opened the door to bigger opportunities.

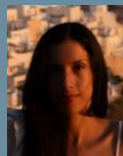
SP Building a career in the luxury hospitality and events space is no small achievement. What were some of the biggest challenges you faced along the way, and how did you overcome them?



Fortunately, I didn't face many major obstacles entering luxury hospitality because I was already working in that industry as a filmmaker and photographer.

The biggest learning curve was understanding that hospitality DJing isn't about being the centre of attention. It's about creating an atmosphere that enhances the guest experience. Finding that balance came naturally because I've always loved deep melodic house music.

SP You've performed at some of South Africa's most prestigious hotels, venues, and events. Looking back on your journey, what have been some of the standout milestones that have shaped your career?



Performing at the Corona Open J-Bay was incredibly special. Growing up, I loved surfing and dreamed of attending the World Surf League event, so being invited there as both a content creator and DJ was a real full-circle moment.

Another highlight was performing at DHL Stadium for We Are Africa alongside Acoustic Element. I'm also grateful to have played at incredible venues like Cape Grace Hotel, Radisson RED and The President Hotel.



Melissa B.

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Your sets are known for creating sophisticated, memorable atmospheres. How do you approach reading a crowd and curating the perfect soundtrack for such diverse venues and audiences?



I organise my music library into different genres and moods, then pick and choose as I go, giving me the flexibility to adapt to each audience. I never pre-plan my sets from start to finish. Instead, I watch how people respond and curate the music accordingly, always with my own unique touch.



As a female DJ performing at some of South Africa's leading venues and events, what has your experience been like, and what do you think makes women bring something unique to the industry?



My experience has honestly been amazing. Looking back, I realised I always loved curating music for people long before I became an actual DJ. Being able to create a vibe through music is one of the most rewarding parts of what I do.

I've never focused on the industry being male-dominated, I believe every DJ brings something unique. For me, that's creating elegant, sophisticated environments where the music enhances the overall guest experience.

Melissa B

proaudio



For aspiring female DJs hoping to build a career in the music industry, what advice would you give them, and what qualities do you believe are most important for long-term success?



Focus on your craft first. Build a music library you're proud of and keep improving your skills.

Don't underestimate the importance of marketing yourself and building a personal brand, Instagram and TikTok are your best friends here.

Most importantly, don't wait until you're perfect. Rather just start, execute, and you'll learn along the way. At least that's what I did, and every opportunity will teach you something. Progress will always take you further than perfection.



Melissa B.



Looking ahead, what exciting projects, performances, or personal goals are on the horizon for you, and what can your fans expect from Melissa in the future?



One of my biggest goals is to incorporate live saxophone into my DJ sets, which feels like a natural next step. I also have an exciting New Year's Eve performance coming up at a venue I've always dreamed of playing.

Beyond that, I'm excited to continue growing both my DJ career and my filmmaking and photography work, combining my love for music, storytelling and luxury hospitality.

Melissa B.

"Don't wait until you're perfect. Start, keep learning, and trust that progress will always take you further than perfection."

Melissa B



A black and white portrait of Jamie-Lee Sexton. She has long, dark, wavy hair with bangs and is looking upwards and to the right. She is wearing a light-colored, ribbed tank top and dark leather pants. Her right hand is near her mouth, and her left hand is in her pocket. There are small tattoos on both forearms.

Wild electric

JAMIE - LEE SEXTON

JAMIE-LEE SEXTON

“ Wild electric ”

is now available on all major digital music platforms.

Listen here



Connect here



Johannesburg SA, Friday 31st July Fresh off her **Best Pop Artist** win at the **Basadi in Music Awards 2025**, South African singer-songwriter & DJ Jamie-Lee Sexton returns with "**Wild Electric**," the first single from her forthcoming studio album and the beginning of a striking new creative era.

After spending time behind the scenes writing, creating and recording her upcoming album, Jamie-Lee has been on a journey that has reignited her guitar roots and has also given her space to listen, learn and live. 'Wild electric' is a bold fusion of pop innovation and rock energy.

Inspired by the rush of instant attraction, that first look across a crowded room and the feeling that something electric is about to happen. The song gets straight to the point and it offers the first glimpse into an album that embraces freedom and attitude while also delivering a gripping pop-rock sound that hooks you.

"Wild electric is a sound I have always wanted to create, and it all started with my red electric guitar and a very loud amp and this is just the beginning" says Jamie-Lee.

Following her award-winning success, Jamie-Lee now steps onto the global stage with renewed creative purpose to create a track that lives up to its name. Supported by an extensive national and international marketing campaign spanning radio and television, "Wild Electric" signals the next chapter of an artist pushing beyond expectations and defining her own lane.

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